FIFTY CENTS

OCTOBER 1961

The QUILL

A Magazine for Journalists

Convention Issue

● COLOR MAKES COLD TYPE HOT . . . page 12

Benjamin Franklin's kin with plaque placed by Sigma Delta Chi in Philadelphia



BROADCASTING PUBLICATIONS INCORPORATED
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TELEVISION MAGAZINE
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THE CASE AGAINST MINORITY RULE

In some circles it has become fashionable to say that television cheats the public. Television, according to this view, is making a fortune by using the public's airways and giving the public little in return.

This criticism has not been stilled by the program changes of the new season that is just beginning. It persists despite an abundance of objective evidence disputing it.

By any sensible measurement, television is giving more people more entertainment and information at less expense than any other medium or combination of media.

It costs the three television networks about $1.2 million a day to produce and distribute their program services.

It costs the average television set owner about 13 cents a day to own and operate a set.

Accounting only for the network service, which is available throughout the country, any American viewer can take his choice of better than a million dollars worth of television service every day at a price about one-tenth that of a seat at a first-run movie and about one-fiftieth that of a decent ticket to a Broadway play. Add to the network schedules the wealth of locally-originated programs that are broadcast in many communities, and the value of the service that the viewer can buy for 13 cents is multiplied.

If television is cheating the public, other media are stealing it blind. Why then is television chosen as the principal target of criticism?

At this point it is important to note that the vast majority of the American people are by no means disenchanted with TV. No responsible research service shows any decline in the size of the audience or the time the audience spends before its sets.

The criticism comes from a minority whose tastes differ from those of the mass culture. To this minority, relatively few television programs have personal appeal. Random tuning is more apt to frustrate than to gratify. The same experience would be encountered in an indiscriminate sampling of current books, magazines or movies, but in television the possibility of frustration is accentuated.

Television programs cannot be set aside like books or magazines to be examined at moments of convenience. They cannot be chosen in advance on the advice of respected critics, for no television review becomes available until the program it appraises has disappeared. The more discriminating the viewer, the higher the odds against his chancing upon a program that he likes.

In these circumstances it is understandable that some casual searchers of the television dial should be left unsatisfied and that, in time, they should assume that their experiences are universal. Their social contacts are likely to be with others of similar habits and similar tastes, and from them they hear of similar disappointments. For added confirmation they have only to turn to disparagements of television in newspapers and magazines whose writers are conditioned not only by personal aversions to many television shows but also by the knowledge that they work for proprietors of media that compete with television for audience and advertising revenue. By this process the critical minority has come to believe that television is failing everyone.

It is a belief that cannot be corrected by the sweeping program changes that the minority demands. If television were to make a massive redirection of its programming appeal, it might succeed in satisfying the minority that is now unsatisfied, but it would do so at the cost of losing the great majority that now pays it allegiance.

This is not to suggest that television ought to ignore the unsatisfied minority. It must continue to create programs of minority appeal and do what it can to bring audience and program together by advance publicity.

It is to suggest that television cannot live on minority appeal alone, any more than the other mass communications media can live on it. Right now television is ruled by the majority. In the American system majority rule is trusted to choose governments and national policies that can mean the difference between survival or extinction. It ought to be trusted to choose television programming too.

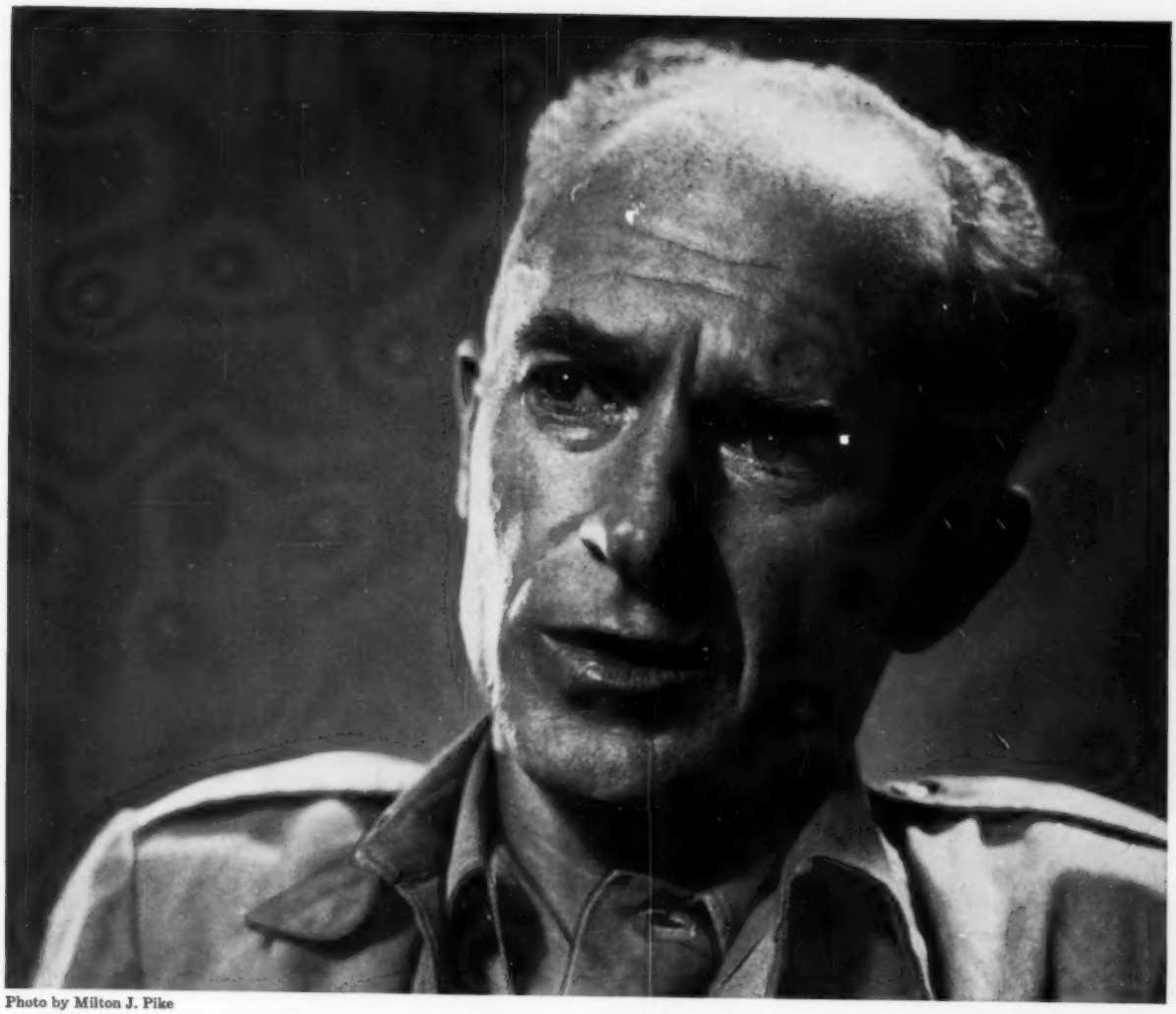


Photo by Milton J. Pike

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during the year 1961 most nearly exemplifying the style and craftsmanship of ERNIE PYLE

Competition for $1000 cash award and medallion plaque open to newspapermen on all U. S. newspapers. 1961 Entry Deadline . . . December 1. Submit entries . . . clippings or tearsheets of work published during 1961, plus biographical sketch of candidate to:

ERNIE PYLE MEMORIAL AWARDS



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230 Park Avenue, New York 17, N. Y.

Give light and the people will find their own way.

The QUILL
A Magazine for Journalists

OCTOBER, 1961—Vol. XLIX, No. 10 Founded 1912

Sigma Delta Chi's National Objective: *"Seek Talent for a Profession which Thrives on Truth, Trust and Freedom"*

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The Editor's Column Right

● "A project in photographic thinking," is what Cliff Edom, director of photo journalism at the University of Missouri, calls his annual Workshop. The results of such an experience, which communicates just as the written or spoken word, are shown in the layout, "Friendly Faces in a Friendly Town," pages 20 and 21 of this issue. It's an honest, down-to-earth record. Participating in the Aurora (Mo.) Workshop, Earl Seubert of the Minneapolis *Star-Tribune*, who in 1960 had already accumulated 27 national awards, gave his version of the fresh approach in photography. "The amateur," he said, "snaps three people standing with their backs to the Grand Canyon, grinning. The photo journalist crawls down to the bottom and shoots up at the sheer walls."

• • •

● The month of August had rewarding experiences for THE QUILL editor. One was opportunity to see today's computer-operated missiles chasing down their prey, in the form of Air Force drones at White Sands, N. M. A second privilege was that of listening in as earnest educators in journalism, convening in Ann Arbor, Mich., candidly and searchingly approached the problem of attracting more top students into their classrooms. If there was a parallel in these far different moments it could be: Our nation's safety lies both in missiles and in the training of minds to preserve journalism's continual search for truth.

• • •

● On the Cover: The 17th award of the national historic sites committee of Sigma Delta Chi on September 29 is honoring Benjamin Franklin for his many pioneering achievements as an editor and publisher and defender of the freedom of the press in colonial America. Two bright-eyed young direct descendants of Franklin, Maud Duane Iselin, 6, and her brother, O'Donnell Iselin, 8, of New York City, pose for THE QUILL with the bronze plaque being placed in the sidewalk at the site of Franklin's first printing shop, opened in 1729, at the present 139 Market Street in Philadelphia. These are great-great-great-great-great-great grandchildren of Franklin.



A GUEST EDITORIAL

Too Much of Too Little, Too Fast, and Too Loud

by IRA LURVEY

THE NATION'S MASS daily media may be choking themselves to death on too much "news." And, tragically, no one seems willing or equipped to help.

At El Paso, Tex., the other dawn, millions of words suddenly erupted in a steady, morning-long stream about "two Cubans" who had hijacked a jet airliner and were trying to get it aloft to Havana.

On the basis of resulting headlines and radio-television "bulletins," no less than members of the United States Congress demanded—with equal public attention—every anti-Cuban action from cutting off all trade to declaring actual war.

The nation started whipping itself into a crisis pitch.

Then, at mid-afternoon, lawmen finally boarded the captive plane and seized the hijackers: an Arizonan who dabbled in crime, used cars, and dreams; and his 15½-year-old son.

The evening's newscasts and papers carried—right alongside of the hijacking and all-American arrests—anti-Cuban statements which were still pouring in.

It seemed a page from Orwell. Not only had we Newspeak, but we had turned hate on as in a faucet, only, alas and alack, it was a minor mistake, so we just turned it off again, but not without a few last, leaking drips.

The entire situation was all the more disturbing because of its proximity to the following week's all-important Inter-American economic conference at Punta del Este (Montevideo), Uruguay, which actually could determine the direction of economic policy for the entire Western Hemisphere.

From 4 a.m. to 2 p.m.: that is the span during which the identity of the hijackers was unknown but presumed Cuban. Ten hours. Not a very long time when measured in terms of lives or world problems or international affairs.

But ten hours has become an eternity in the field of modern communications. That is a new force. That is what we must realize. That is what we must deal with.

The news media's biggest problem then is not so much the combatting of irresponsibility as it is that the media have developed the technical means for disseminating "news" faster and farther than most newsmen are equipped properly to handle it. Technology has run away from sociology. The news media suffer from cultural lag, a chronic disease of our mechanized times.

But news, above most fields, cannot be allowed to so suffer, for communications is one of the few means for beating down cultural lag and teaching people how to live with their inventions. If communications (news) itself gets bogged down, what is there left other than strong men who always are willing to dictate personally the answers through a controlled press—and the resulting controlled society?

Unfortunately, no one really seems singularly at fault in El Paso. It would, of course, be so much easier if a single person or procedure could be blamed.

The real trouble at El Paso was the trouble with today's news: too much of too little, too fast, and too loud.

The ultimate answer, though, may be a good deal easier to describe than to put into effect. It is to place more emphasis on accuracy than headlines in all media, including the extremely time-conscious radio-television group, and to create a profession, not a trade, which will attract—and more important, hold—the caliber of newsmen-journalists equal to the task they must perform.

Ira Lurvey is news editor and analyst for WBZ-TV, Westinghouse television, in Boston. He formerly was a staff writer for UPI in Chicago. He graduated from the University of Illinois and Northwestern University's Medill School of Journalism.

It's Time for Americans to Get Back on Our Feet

We Should Be Wearing Out Far More Shoe Leather Instead of Shining the Seats of Our Pants

Physical Fitness Should Be a Goal for Everyone

There are many reasons why all of us owe full support to President Kennedy in his efforts to encourage Americans to become *actively* interested in being physically fit. Some of the reasons are patriotic in nature, for surely a nation of physically strong and healthy people is a nation more capable of meeting the challenges of this age.

There are economic reasons for stressing physical fitness, too. Many of the ailments that plague people today are the penalty we pay for failing to care for and develop our physical selves adequately. Obesity, lack of muscle tone, fatigue, and a number of other common complaints of civilized man can often be traced to our somewhat steadfast refusal to be concerned about our physical well being. Medical and hospital costs are higher than they need be if more of us would take physical fitness seriously.

There are very personal, and selfish, reasons why all of us should get excited about sound physical fitness programs. Obviously the physically fit person is going to enjoy life a great deal more and is going to be able to accomplish more of his goals. It is much easier to fight the battle against the fatigue and let-down feeling that is so characteristic of our modern urban living if one follows a careful plan of maintaining physical fitness.

Physical Fitness Perhaps Needs an Improved "Image"

One obstacle that stands in the path toward a higher level of physical fitness for the nation as a whole is the unfortunate spread of the idea that physical fitness is something for the young to be concerned about and that physical fitness is a matter of lifting weights or going through a rugged program of calisthenics each morning upon arising. Then, too, it is to be regretted that many times physical fitness is used by quacks and faddists to sell so-called "nature foods" and high-priced gimmicks and gadgets.

Weight lifting and calisthenics are excellent forms of exercise, of course, but lack of interest in this kind of exercise need not deter anyone from trying to be physically fit. Physical fitness is not measured by muscle development alone or primarily. Fitness really is adaptation—which we may interpret, simply, as making the proper use out of the organism which happens to be our body.

Physical fitness is a state of well being about which we must be concerned throughout the full span of life. While man has survived on the earth largely because of his mental capacity, rather than physical strength, mental alertness is usually greatly enhanced by physical fitness.

Know the Ingredients of Sound Fitness Programs

Although heredity plays an important role in the development of the physical being, whether or not we will enjoy good health and maximum energy to do the things we want to do is determined pretty much by the kind of living habits we develop. There are many factors which contribute to a state of physical fitness.

What we eat—both in terms of the variety of food and the amount consumed—never ceases to be one of the fundamental determinants of good health and energy. In the United States of America there is little excuse for poor dietary habits since we do have a great variety of high quality foodstuffs, but too many of us have not learned how to select and use foods wisely. In the midst of our abundance of good foods we are finding people who do not consume enough variety to provide a well balanced diet, and we are finding that excess intake of food is a growing health problem.

There is no doubt that we enjoy life more because we have been able to harness other sources of power than human muscles to perform many of our chores, but too many of us have taken this development as a signal for giving up practically all muscular activity.

Walking Is Something Most of Us Could Do

On the average, women outlive men in this country, and one of the reasons for this may be that the woman who is a homemaker still gets a great deal of physical activity even though she may have a house full of wonderful appliances to help her with the work. She still walks miles every day and gets a lot of bending and stooping to pick up after lazy husbands and children.

Obviously, we aren't all going to do household chores to keep physically fit, but we certainly can make more effort to get communities excited about the kind of physical development—and maintenance—programs that everyone might participate in. Encouraging people, especially men engaged in sedentary occupations, to do more walking is one good step forward. It wouldn't be a bad idea, either, to encourage adults and teen-agers to make more use of the bicycles gathering dust in most garages.

Above all else, let's not confuse our need for sound physical fitness programs with grandiose plans to build new marble palaces with plenty of weight lifting equipment. Gymnasiums and stadiums are needed for the training of the young and certainly should be used much more effectively for training the young in life-long physical fitness habits. Physical fitness, however, is much more a result of our daily habits—in eating, sleeping, exercising moderation in all that we do, and in getting regular daily exercise which may be confined to walking a few blocks instead of riding.



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They play records at ear-splitting volume. Tie up the telephone for hours. Today's teen-agers are spirited, inquisitive, wonderful.

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Mothers and fathers keep a careful eye on their teen-agers' driving habits. And they know how important it is to keep their car running right.

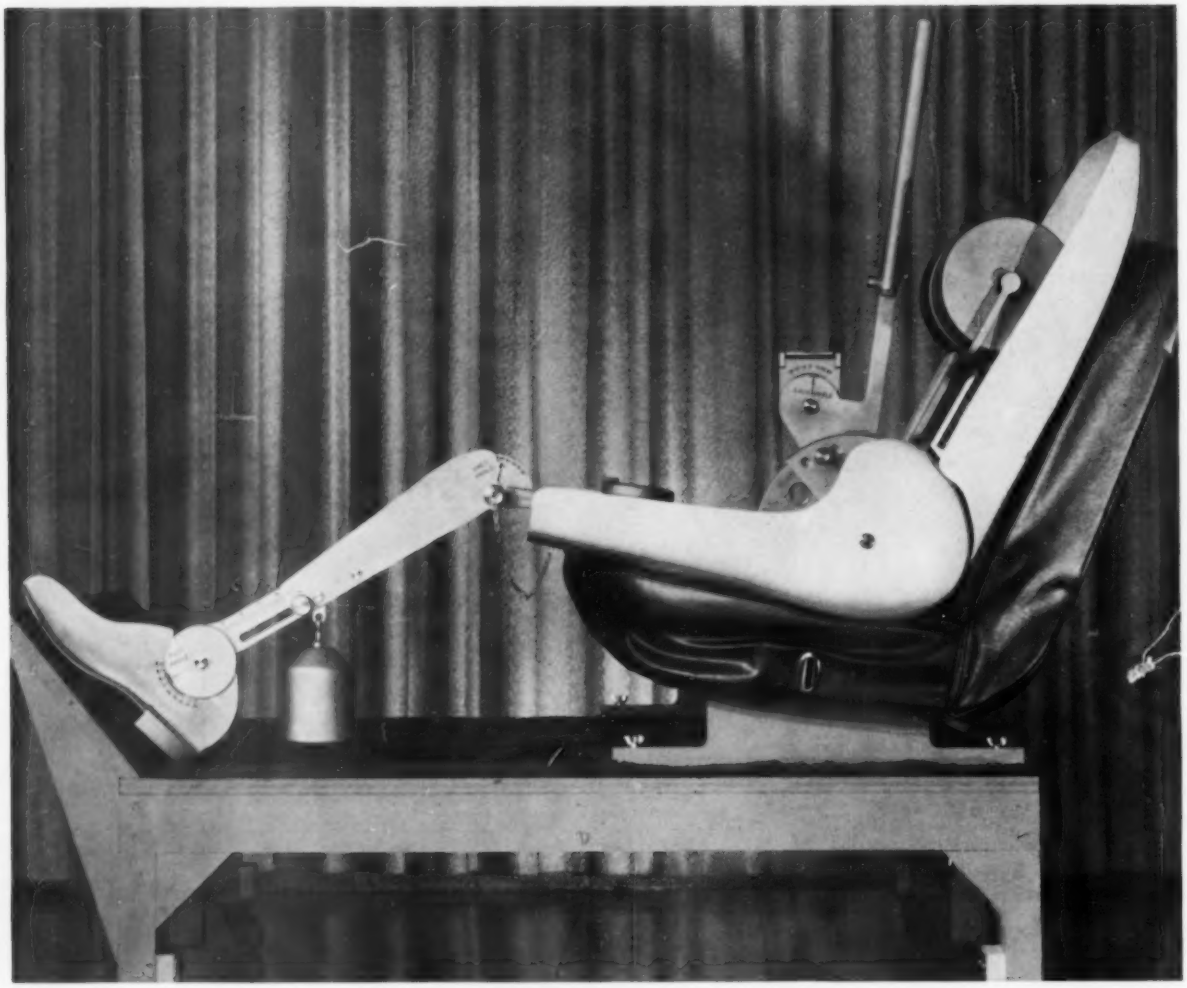
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It's all right, though. Because this flexible fellow also grew 10 inches taller.

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FOR PEOPLE WHO KNOW WHAT THEY WANT!

Zenith presents the world's most powerful, most beautiful, most exciting portables!



Now enjoy the big pure tone of FM outdoors—on America's first all-transistor portable FM/AM radio! Super-sensitive, *drift free* reception; powerful 7 x 5 inch speaker; clear, static-free tone! Plays up to 300 hours on low cost flashlight batteries. Three built-in antennas: FM dipole antenna (extends 3 ft.); concealed FM antenna; Zenith Wavemagnet® AM antenna. Features pinpoint vernier tuning. The Zenith Trans-Symphony, in black Permawear covering, brushed aluminum and chrome plate trim. Model Royal 2000, $149.95*+.

Powered to tune in the world! The world renowned 9-band, all-transistor Trans-Oceanic® short wave portable radio! Imitated—but *never* equalled! Receives both short wave and standard broadcasts—even navigation signals and FAA weather reports. 9 super-sensitive wave bands. Black Permawear Covering with chrome and Roman gold color trim. The Royal 1000D, $275.00*+. 8-band Royal 1000, $250.00*+.

Announcing an exciting new portable radio for boaters, flyers and sportsmen—the all-transistor, 3-band Zenith Super-Navigator! It not only receives FAA, marine weather—storm warning and navigation bulletins—but also serves as a stand-by emergency *navigation* instrument! Super-sensitive reception on LW, SW and standard bands! Plays up to 300 hours on low cost flashlight batteries. Genuine top grain black cowhide cabinet, with metal grille. The Royal 790Y, $99.95*.

QUALITY BUILT IN AMERICA
BY SKILLED CRAFTSMEN

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The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively.

*Manufacturer's suggested retail price. Prices and specifications subject to change without notice.+Price includes batteries.

ZENITH *The quality goes in before the name goes on*

Our Readers Write . . .

LET'S KEEP ON FIGHTING

● First let me congratulate and compliment you on the first edition of the new QUILL. I am relieved to find that the high quality THE QUILL has displayed in the past has not been sacrificed to present a more presentable magazine.

My secondary purpose is to offer my highest praise to the new editor and his predecessor, Charles Clayton, for the work done in the fight against censorship of the press.

I feel that this parasite should be rapidly eliminated . . . that a systematic drive be started to encourage legislation and to influence court rulings so that the parasite can be removed.

The society should adopt a slogan such as "in the place of truth, rumors flourish" and each member and each chapter should organize their areas to fight censorship.

I do not propose this as a yearly project, but instead one to be adopted until the slightest trace of censorship is eradicated. I would therefore like to throw my hat into the ring with yours in the fight against censorship.

SID FEDERS
News Editor
WTAE-TV
Pittsburgh, Pa.

WHO GIVES COMPLETE FREEDOM?

● In your August issue, Melvin Mencher, staff member at the William Allen White School of Journalism, University of Kansas, had an interesting article entitled, "Press Freedom for Campus Newspapers."

Said he, "I think it a moral obligation and a professional duty to give students *complete* freedom of the press."

He said "give." O.K., who can *give* it? I'll tell you who can. It is the legally and financially responsible entity . . . the publisher. The publisher may be an individual, a corporation, or an alumni group, or some association having legal and financial responsibility. It may even be the university administration.

Remember any of the above may be publishers. None of them have to be journalists. Just being a journalist does not give, under the law, complete freedom.

I know very well that Editor William Allen White had complete freedom of the press because Publisher William Allen White, who was legally and financially responsible, gave it to him.

I feel sure that back of the printed phrase, "student owned and controlled campus newspaper," is an administration, an alumni group, or some sort of a corporation with legal standing. Obviously, a constantly shifting student editorial staff, ages 18 to 21, is not such a body.

What I would like to know is *WHY* it is "a moral obligation and a professional duty" to lie to students directly or by implication by telling them, teaching them, or even giving them "complete freedom of the press" while they are in college since, obviously, they will never have it again during their entire life as "journalists."

Oh sure, they may become publishers and have it, almost, but that is because they are publishers. Not because they are journalists.

ROY L. FRENCH
(Retired in 1953 at University of Southern California after 30 years as an adviser to student publications.)

HE LIKED 'SAVE SOME WORDS'

● Harry Chandler's "Save Some Words" in September QUILL put in concise form a whole term's course at a journalism school. I would like a clear guide to the use of these words: approximately and about; more than and over.

Congratulations to your staff on a greatly improved QUILL.

CLAUDE C. CURTIS
1505 West Clay,
Houston 19, Tex.
(Missouri '28)

PHOTO PUZZLE OF THE MONTH?

● I think Photo Puzzle of the Month would have been a better caption:

Where did this scene take place?

Who is the *arms folded* policeman accosting the suspected dual killer?

Was he so *petrified* he just stood there with his arms folded while the killer went into his briefcase for a gun?

Who was the brave citizen who disarmed the suspect while *two* policemen looked on?

Are those two policemen still on the job?

Was the citizen given a medal?

Harold Blumenfield is right. It would take a thousand words to explain this series!

L. A. WILKE
Outdoors Writer
Austin, Tex.

(Mr. Wilke raises some interesting questions which, however, do not detract from the fact that the photographer did his work well. Perhaps the policeman deserves credit, too, for keeping poise in face of possible death and not disclosing approach of the brave citizen from the rear. See QUILL, page 11, September issue.)

USED QUILL AS REFERENCE

● I am hoping that the Macmillan Company has sent you a copy of the new and revised edition of my "Introduction to Journalism." I am hoping this will be done because my file of The QUILL proved to be one of my chief reference sources for the revision and I based my new chapter on Business Journalism to a large extent on information which The QUILL provided.

F. FRASER BOND
Annapolis Royal
Nova Scotia

DEPLORES COLUMNISTS' TRIVIA

● I believe it would be tremendously helpful if newspaper and television columnists were to devote less time to trivial gossip, and more to publicizing serious programs. I call upon you to use the prestige of Sigma Delta Chi to further this cause in the manner you deem best.

Columnists may claim that readers are only *interested* in trivial gossip but, I have it on the authority of no less a personage than Ed Murrow, that serious subjects can be adapted to television if they are presented in an interesting fashion and I am inclined to believe that the same principle holds true in journalism.

PETER GOLET
President
National Audience Board, Inc.
New York, N. Y.

'A PROFESSIONAL MAGAZINE'

● Congratulations on the new QUILL. It's fine . . . exactly what a professional magazine for professional journalists should be. I applaud, too, your aims of treating controversial issues in the magazine.

EDMUND C. ARNOLD
Newspaper Designer-Typographer
DeWitt, N. Y.

To many others who wrote in similar vein, our sincere thanks.



Who covers this beat

You do of course! Good reason why some of the greatest news stories of all time have been written by SDX men about the railroads—most efficient form of mass transportation developed by mankind.

At EMD* we are confident that America's railroads will continue to make vital contributions to mass transportation. Good reason why the railroad beat will continue to be a source of great news stories.

*Knowledge of our organization and products have been aided and expanded through the journalistic talents of Sigma Delta Chi members since 1934 when Electro-Motive Division powered the first commercially successful Diesel passenger train.

PRI MEMBER

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LA GRANGE, ILLINOIS • *HOME OF THE DIESEL LOCOMOTIVE*

In Canada: General Motors Diesel Limited, London, Ontario

COLOR makes cold type HOT

A typical front page of the Arlington News-Texan showing use of color to brighten up column heading and late-news bulletins presentations.

by **CHARLES LEWIS**

Executive Editor
Arlington News-Texan

AS VISITORS INSPECT the *News-Texan's* new cold type production plant and central newsroom, the natural question from newsmen in the crowd is "how does offset affect the editorial department?"

This is like asking Yuri Gagarin to tell, in 25 words or less, how the earth looks from outer space.

However, summing up all experiences, we can tell our guests, with no exaggeration:

"Take any stage in the newspaper production process, lay parallel phases—cold type offset and letterpress—side by side, and cold type is easier, quicker, and delivers a cleaner, more dramatic, product."

These boasts go for any department in the plant, but they go double for editorial. I may have had my moments of doubts, being born and bred in a "hot type" newspaper family. But after we hung a Texas Press Association General Excellence trophy (after our cold type era began), I was a confirmed cold type convert.

Although management of the *News-Texan* pioneered development of the Vanguard, first web press designed particularly for full-sized offset newspaper production, our plant is tailored not as an "experimental mechanical lab" but for meeting the standard newspaper problem—production of a good newspaper in the best and easiest manner.



The author, Charles Lewis, is executive editor for News-Texan newspapers of Arlington, Tex. Thirty-two years of age, Lewis is a graduate of the University of Texas school of journalism, where he was associate editor of the Daily Texan *and was named by Sigma Delta Chi as outstanding 1951 male graduate. The News-Texan group includes two morning and two afternoon dailies, all published cold type offset from the same central plant.*

THE PRIME MISTAKE a newsman can make in converting from hot to cold type is to decide, "OK, the mechanical process has changed. But I know my hot type, and I know it well. I'll play it conservatively and tailor offset news presentation to fit letterpress concepts."

In the fields of typography, page make-up, and photojournalism, this close-to-vest spirit can "trump all the aces" of the offset process. It puts horizons right back on our doorstep.

With the reading public becoming more and more sophisticated, offset holds economical answers to several problems involved in clutching reader interest and in building reader loyalty.

These "trump cards" for readership include:

- Color
- Photos
- Make-up drama
- Speed on spot news

Experience has shown us that it costs only $18 to put color on our front page—every day. We use this

Arlington Home Edition

The Daily NEWS-TEXAN

Daily 5¢ Sunday 10

Weather

Fair and warm. Low Thursday night middle 70's. High Friday near 90

VOLUME IX, NUMBER 155 | ARLINGTON, TARRANT COUNTY, TEXAS | 20 PAGES TODAY | THURSDAY, JUNE 29, 1961



COP CONQUERS MISSION THAT MAKES NO SCENTS

ALHAMBRA, Calif. (UPI) -- Policeman Harold Knowles spent 30 anxious minutes when called to a car dealer to remove a skunk wedged head first into a drain pipe. Finally, after prodding the animal with a stick, he grabbed it by the tail and jerked it out.

"I have never been so happy to see a dead skunk," sighed Knowles with relief.

All Records Fall In June Building Boom

$2,461,530 Tally With 2 Days Left

Arlington's all-time record for building permits issued in a single month was shattered Wednesday when the June total reached $2,461,530.

This figure broke the previous record of $2,450,326 which had stood since July, 1955.

Significant among permits issued during the past two days was that for the start of a five-acre shopping center in the Arlington Garden's addition.

The $45,175 permit was for a Mr. M Drive-In Grocery and a Kane Kleaner pick-up station, located at 1817 South Fielder Road. The Mr. M store will be operated by Metzger Dairies.

Announcement of the shopping center was made by H. E. Yarbrough, Jr. of Dallas, owner and developer. Yarbrough commented that additional units to the shopping center would be constructed and that several prospective tenants have already signed letters of intent.

Yarbrough and his father, the late H. E. Yarbrough, Sr., built more than 100 homes in the Arlington Gardens Addition.

Other permits issued Monday and Tuesday were for 13 homes in the over $10,000 bracket in Woodbrook, Pecan Park and Hollandale additions, and for nine buildings at Six Flags.



LINE UP THE 640 million pairs of shoes that are manufactured in America each year . . .and they will still be only two feet apart.

This significant statistic has been supplied by Paul Goff Jr., veteran Arlington-Grand Prairie shoe man. During his long acquaintance with the booterie business, he has whipped out a large collection of sage observations.

•••



TEX ADAMS

"To learn practical psychology, study the feet, not the head," he says.

"Every social worker should intern at least six months as a shoe salesman.

"Nobody, But nobody, loves a broad foot.

"Tell a woman she has a thin head, and she is insulted . . .That she has a tin chest, and she will stalk out of the store. . .But tell her she has a thin foot and she is ready to start buying shoes.

"More than anything else, women love quads. A quad is at the top of all status symbols."

•••

Many shoe-buying misconceptions were formed years ago when small town society matrons traveled to the big cities in search of lawn party or Sunday footwear. There they were flattered into startling gear that could not--or would not--be duplicated elsewhere.

But that fad is over. More and more, people are selecting shoes for health, comfort, and wear. Most shoe buyers now depend on their local shoe store to provide this service.

•••

"Headache of the shoe business is the variable," said Mr. Goff. "On, those variables. They keep us on our toes. First, there is size. Then length. . .and width. Next, color. After that, heel heights, graduated in eights of an inch. Heel types. Toe shapes--modified, single, double, and triple needle. Twenty-seven variables for each pair of shoes. And then you begin on the seasons.

"Why do I stay with it? Well, because I like it."

He paused. And with patent sentiment continued:

"There is no business, like shoe business."

"How long do you plan to stay in shoes?" we asked.

"To the last," he rapoled, as a shoeman would. "To the very last."







A Bath for Princess...

. . .Giving a dog a bath is no easy task, as Sharon Rose Kenas, five year-old daughter of Mr. and Mrs. W. R. Kenas, 1810 Herschel, found out when she gave her dachshund, Princess, a good scrubbing. The first thing you have to do is to get the dog to the tub. Sharon hides the brush behind her back in the first picture, while coaxing Princess out the door. Then, with a mighty heave, she lifts unwilling Princess into the tub (second picture). But, that's only half the job. The dog is hard enough to hold while dry. Add a little soap and water, and the dog is really slippery as Sharon found out in the third picture. Finally its all over, and a large towel is used to dry the now-clean dog. But Sharon is almost as wet at Princess by this time.---NEWS TEXAN PHOTOS BY DON MILLSAP

Gifts Urged For Hospital

Gifts from a generous Arlington to Arlington Memorial Hospital will enable the home-owned institution to provide more and better services needed by the people of the community, Tom J. Vandergriff, chairman of the hospital board's public relations committee said Wednesday.

"Gifts can be in the form of cash or properties. Often they serve as fitting memorials to loved ones. The name of the donor and the person memorialized are entered upon records of the hospital," the hospital spokesman pointed out.

Vandergriff pointed out that, although the hospital has been self supporting since its opening, that such a favorable financial position has been due in large part to the generous cash gifts of the Auxiliary and various individuals. These donations have allowed the hospital to purchase equipment items and make physical improvements to building and grounds that could not have been done otherwise.

Gifts to the hospital can be for specific needs or for general operating purposes. They are tax - deductible, Vandergriff stated.

"Anyone interested in directing a gift to the hospital, however large or small, should feel free to contact Mike Ditto, hospital administrator, or any other member of the board. We will be glad to furnish all information required," he concluded.

FLYING HIGH

Nuclear Moon in Orbit

BY ALVIN B. WEBB JR.

CAPE CANAVERAL (UPI) - The United States today orbited the first satellite powered by a nuclear battery in an historic "three-for-one" rocket shot that heralded a new era in the conquest of space.

The new moonlet, a 16-sided package named Transit IV-A, beeped out signals to test an all-weather system for global navigation. Two of its four radio "voices" received electric power from a grapefruit-sized generator using a radioactive isotope as fuel.

Near Transit IV-A, two other artificial satellites, Greb III and Injun, whirled around earth to collect radiation information that will be useful in plotting trips into space by man himself.

A single thunderous stroke by a two-stage Thor-Able-Star rocket fired at 12:23 a.m. EDT swept the three satellites and an empty upper stage -- 1,622 pounds of equipment stamped "made in U.S.A." -- into a generally circular orbit estimated at 600 miles above earth.

The launching marked two steps into the future for the U.S. space program:

- Marriage of the power of the atom to orbiting spacecraft. Nuclear generators are lightweight and long-lived, and will be used to provide electricity for communications, navigation and military satellites that will have to remain in operation for years.

- Proof that multiple satellites can be launched successfully with a single rocket. For full-scale "space station" networks such as those for communications purposes, the initial cost will be lessened by the use of one booster to orbit several satellites in one crack.

There have been no indications that Russia has attempted either a multiple satellite launching or the use of nuclear power for electricity in payloads.

The launching went smoothly. About 2½ hours after the 80-foot snub-nosed rocket blasted into the sky, the Defense Department announced the satellites had gone into orbit.

Further information was withheld until data from tracking stations around the world could be analyzed.

Texas Tall 'Uns

By Boyce House

A recruit who took refuge in the cook's tent to get out of a dust storm remarked, "If you'd put a lid on that camp kettle, you wouldn't get so much dust in the soup." The cook retorted, "See here, my man, your business is to serve your country." The soldier replied, "Yes--but not eat it."

30 Acres' Usage Due Revamp Near Stadium

Public hearings on two controversial zoning requests brought out a capacity crowd to the Planning and Zoning Commission meeting Wednesday evening.

P. D. Henry, who had requested apartment zoning on a 30-acre tract in Timberdale Addition adjoining the proposed major league stadium site, told the commission he would submit a revised request.

This action came after the commission explained that restrictions agreed on between Henry and homeowners in the area could not be made a part of the body's recommendation to City Council.

As an act of good faith, Henry had agreed to submit a letter of intent saying that he would immediately request a change from A-2 back to R (residence) on certain parts of the tract if the original request were approved.

OPPONENTS LOSE

Despite opposition from homeowners on the south end of College Street, the commission voted to recommend that the City Council approve C. E. Master's request for change from R to LR light retail on a 100x178 foot tract on West Park Row, east of and adjacent to Baker's Pharmacy.

W. L. Bondurant, attorney, speaking for Masters, pointed out that his client felt that in view of the tract's proximity to the busy intersection of Cooper and Park Row and to other tracts already zoned light business, it would be the best possible use of the property.

Leading the opposition to the zoning change, R. L. Conder of Fort Worth who owns rental property at 1426 College said, "We feel that commercial zoning would de-value the property which we bought confident that the area was so restricted as not to allow encroachment of such elements."

Conder submitted a petition signed by 45 homeowners in the area who oppose the zone change.

Roy Worthey of 1418 College registered opposition to the wide latitude of businesses which would be permitted after being informed that light retail would include buildings for purposes ranging from fire stations to boarding houses.

The commission also approved a preliminary plat in Arroyo Oaks where Floyd Gunn plans a 19-home subdivision just south of the city limits on the southwest corner of Old Pleasant Ridge Road and Kelly-Elliott Road. This approval will be contingent on dedication of required street right-of-way.

Big Zone Revision Eyed for N. Collins

A study of zoning on North Collins between Highway 80 and Copeland Road will be started by members of the Planning and Zoning Commission at the meeting set Wednesday, July 12.

Preston Nimmo, a member of the commission, has requested that engineers prepare a map of this sector of North Collins showing footing, acreage, existing zoning, and usage.

"In view of the influx of traffic which will come as a result of opening of Six Flags and intensified activity in Great Southwest, I feel that consideration should be given to this area," Nimmo told the commission.

Charles Courtney, another commission member, pointed out that this area would be a key spot for locating motels and other businesses to handle tourist traffic.

'Big Boy' Escapes From Lake

After one day of failure, National Guardsmen finally succeeded Wednesday in retrieving a heavy amphibious mortar carrier from the waters of Lake Arlington.

The armored vehicle sank Monday when a back door opened, flooding the tank and sending it to the bottom. It was being used to clear a log jam at the mouth of Village Creek.

Attempts to pull the heavy tank from the lake Tuesday, using winches and cables from the west bank of the Lake, failed when the cables snapped under extreme weight of the vehicle.

However, after about seven hours work with heavier cables on seven five - ton winches, the carrier was pulled to shore. It was loaded on a low-boy trailer and carried to the National Guard Motor pool in White Settlement. The carrier will be disassembled and cleaned before being put back into service.

Apparently little harm was inflicted other than water damage.

Driver License Office to Close July 1 to 18

The driver's license office at Meadowbrook Park, Arlington, will be closed July 1 through 17 for staff vacations, it was announced today. The office will re-open at 8 a.m. Tuesday, July 18.

Applicants who have already completed part of the test may finish at the Fort Worth office, 324 Rand street, during this time, except for July 4 when all offices will be closed. Local applications sent to Ft. Worth will be returned to the Arlington office after July 17.

State Critical

Mrs. W. O. Workman remained in critical, though somewhat improved condition at Arlington Memorial Hospital Thursday morning, according to a member of the family.

She seems to be responding to new medication to combat complications which followed major surgery last week.

Our World Today

NEW YORK (UPI) -- The "ultimate single cause of cancer" may prove to be a deficiency of an anti-cancer substance produced by the liver, the annual meeting of the American Medical Association was told today.

•••

WASHINGTON (UPI) --President Kennedy is expected to sign into law quickly a $5.6 billion catch-all housing bill carrying funds to clear slums, ease home buying and build college dormitories.

•••

NEW YORK (UPI) -- Marilyn Monroe's physician will hold consultations today on the vaguely identified ailment that has put the blonde actress into a hospital for the fourth time in nine months.

color to catch the reader's eye, to dramatize the day's news. Daily, we dress up our page one column head with a color background. We accent late bulletins with a color separator. We run streamers at the bottom of page one in dramatic reverse color, plugging civic efforts and welcoming conventions to town. Occasionally, headlines go into color, such as the 104-point used to announce the first U. S. astronaut. (We picked sky blue to jibe with the nature of the news.)

At about the same cost, we can use color on special page layouts. Often, on women's pages, the background of the page is "screened" in color to give a soft pastel effect. This blends well with a reversed headline in the same color. Sometimes we reverse the English and reverse all white background to color. Variety, in good taste, is the keynote.

BY PICKING PHOTOS CAREFULLY, you can tone them up with color, too, and without having to shoot a color transparency. Examples of suitable photos include a still shot of football tri-captains or the new cheerleaders. A good offset platemaker can put the school colors on uniforms in a matter of minutes. Architect's sketches represent other excellent chances for spotting-in a single color without benefit of a color photo.

From time to time, we like to lend atmosphere to a photo by running a light screen of color as a background. This gives a duo-tone effect. Best recent example of this technique involved a photo I shot myself. The subject matter was a graveyard on a foggy winter morning. Some blackbirds were just rising from a gaunt tree as the shutter clicked. This was at 7:55 a.m. About an hour later, we liked the glossy print so much we decided to run a light blue underprint to accent the foggy setting. It was one of the most dramatic photos of the year, and color did it without causing us to be late on the press at 12 noon.

Up till now, we've referred solely to use of one or two colors, introduced in the platemaking process. It goes without saying that offset hits its pinnacle in four-color process from news photo transparencies.

WE CAN BE ON THE PRESS in 48 hours with full, natural color production, thanks to recent installation of our own color separation camera. We could cut that time still further should we decide to invest in facilities to develop our own transparencies.

Despite the mechanical simplicity of offset color, use of this asset requires advance planning in order to avoid a press overload or possibly to allow a sub for poor negatives on photographers' first attempts.

Through a color photo schedule calendar, we know months in advance "when and what" we are going to hit with color.

Interwoven with usage of color in usage of photos. Despite our enthusiasm over easy offset color, let's face it: We still run more photos black and white.

Chief Problems to Overcome In Offset Editorial Makeup:

1. Leading is not possible in cold type; make-up must be especially accurate in order to hold down use of fillers or the spacing-out of headlines.

2. Continual stress must be placed on uniformity in cutoff rule size; this poses a persistent problem, since cutoffs are put on the page with art pens.

3. Continual alert must be maintained against crooked headlines; sometimes they look straight because of the angle at which they are trimmed, when in actuality they are crooked on the page. A T-square is the best safeguard against this.

4. Glue or wax used in positioning head and straight matter on page must be used in modest amounts. These materials turn dark after they dry and can spoil the looks of an otherwise good page.

The most economical part of any offset page of news is the big picture. Still, this is the part of the page that can grab your reader's imagination, impress him with the clarity of your newspaper's reproduction, and convince him that here is a modern newspaper doing a thorough "on the spot job" just for him.

The letter press photoengraving step is not only expensive; it is a curse for the editor with an early deadline. The offset newspaper can take a photo at 11 a.m. and have it plated and on the press within an hour. Working with Polaroid adapters on Speed Graphics, the *News-Texan* has even cut this time down. Offset reproduction can take Polaroid news photos and make them print like 8 x 10 glossies, provided your photographer, photo editor, and platemakers know their business.

The offset editor is throwing away all the high cards in his hand if he doesn't try to do as much reporting as possible with photos—photos alone. He is really wasting his aces if he doesn't play good pictures big—4, 5, and 6 columns where warranted. .

We have found combinations of photos often tell a better feature story on an individual topic than will hours of work on painstaking narrative in the routine feature story.

In fact, the photo story can be "too vivid" if you aren't careful. The sports editor recently selected a

photo of Marilyn Monroe and Joe DiMaggio sunning themselves. Next morning, we had 24 subscription cancellations—the most vivid reader reaction response since we gave away a Lark and a mink stole.

"Charlie," the sports ed said, "I just didn't think UPI Unifax would reproduce detail quite that well." After looking at the original copy, we agreed. But no more Marilyn for a while.

To do photos justice, the offset editor has to treat them on the same level with straight matter and headlines. By that, I mean that page make-up is determined largely by the photos available and what it will take to display them properly. Getting rid of any subconscious habit of using photos as filler material is one of the "musts" for the offset newspaper editor.

An advantage of the absence of metal engravings is that the photo editor has personal control over photos until the page is finally completed. The crowning touch on a special layout may not become apparent to the editor until he reads page proof. Then, he is not hamstrung by a hunk of zinc. He probably needs only to recrop the photo, and the paste-up personnel can make the change in a matter of seconds.

Circles, rounded-corners, mortises—these tricks and more are at the layout man's fingertips for effective dramatization of the big pictures in offset photo-journalism.

IN THE FIELD OF typography and page make-up, offset printing lends itself well to the tricks which all newspapers ought to be pioneering in order to compete with flashy television.

The *News-Texan* has developed a special schedule of feature story headlines, using generous amounts of zip-tone border to enclose boxes and accentuate kicker lines. I quiver to think about the time some of these news displays would take if assembled with aid of a saw and metal clippers. Scissors and glue pot (or our new copy waxer) make it as easy to devise an interesting headline as it is to stick down a dull one.

Speeding up page make-up is our ability to produce and store big quantities of standing heads, news category labels, thumbnail mugs, border, and box material, To make proper use of this asset, the editor must insist that used items be discarded and new material regularly placed in service.

To get more white space in our papers, we have expanded the space between lines in heads and have eliminated column rules on all pages except classified. We are thinking of eliminating the cutoff rules on society pages in order to give them a more distinctive dress.

Our publisher, Staley McBrayer, has a favorite anecdote about the quality of offset reproduction. Prior to offset, there was no set rule against allowing blood to appear in large quantities in violence photos. After offset—and complaints from the public in general and ministers in particular—it was necessary to hold blood down to a trickle. It was just too realistic in cold type. ■

Journalism Needs A New Definition

by **HARVEY SAALBERG**

(Teacher of journalism in West Essex Regional High School near his residence at 1433 Runnymede Road, West Caldwell, N. J., the author is a former newspaper man from Germany who received his doctor's degree in journalism at Syracuse University.)

● IF PUBLIC RELATIONS men are unhappy it is because their field still lacks a universally acceptable definition. Even the word-rich Germans have been unable to identify it clearly and in desperation also call it "public relations" (to wit, any front cover of *Gazette—International Journal for Mass Communication Studies*).

PR men may take consolation in knowing that their ancestor, "journalism," also lacks a satisfactory definition. Textbooks with titles encompassing essentials of journalism, basic studies in journalism, or surveys of journalism fail to define the term "journalism" anywhere in the book.

To this writer's knowledge, only Roland Wolseley has ever done so (in the first edition of *Exploring Journalism*, but the second edition lacks a definition).

Webster, dependable as always, although out-dated, defines journalism as follows: "the collection and periodical publication of current news; the business of managing, writing, or editing for journals or newspapers." (Unabridged edition.)

The reason why Webster's definition, with all due respects, must be called out-dated is that it ignores one of the most basic functions of journalism: to guard our civil liberties.

Journalism indeed is the "shield of democracy." Who protects our freedoms of speech, press, religion, assembly, and the right to petition the government? No one has been so instrumental in this field as the mass media—the newspapers, magazines, radio, television, motion pictures, books and brochures of various descriptions.

The mass media—with newspapers spearheading the attack—protect us by courageously exposing all attempts to infringe upon our basic rights, but they also attack the parties attempting to perpetrate such "un-American" acts. Good journalists in the United States have been at these tasks ever since Peter Zenger went on trial in 1735.

The journalist with the conviction that the public has "the right to know" would rather be convicted than to submit to censorship (prior restraint), a detestable practice in too many countries, some of which unfortunately are on our side of the Iron Curtain.

In view of the above, the following definition appears to meet the needs of our day: "Journalism is the periodic writing and publishing of objective, subjective, or fictional material dedicated to informing or entertaining the public and to preserving our civil liberties."

To exclude the last-mentioned ingredient reduces journalism to a purely mercenary endeavor and ignores the efforts and sacrifices made by journalists who felt that no individual or special group had the right to whittle away on the guarantees of the First Amendment or precious freedoms specified elsewhere. ■

The Public Relations Man

What the City Editors Said:

The PR man is an expert on public opinion and communication:
Yes—61 per cent **No—39 per cent**
The PR Man does not do a good job of writing:
Yes—59 per cent **No—41 per cent**
The PR man does not know news:
Yes—63 per cent **No—37 per cent**
The PR man sees the city editor's point of view:
Yes—48 per cent **No—49 per cent**
Undecided—3 per cent

by **LEE FELDMAN**

THE CITY EDITOR'S concept of the PR man is probably unique in the annals of gray flannel imagery.

For it is doubtful if any craft (or profession, if you're one of those die-hards) has been so highly praised on qualifications and, yet, has fallen so short of the mark when it comes to actual performance.

This is the indictment which has been leveled by city editors across the country against today's public relations practitioners. Perhaps what is even more serious than the charge itself is the fact that too many PR men are either unaware of this prevailing attitude, or if they *are* aware of it, refuse to accept it.

THIS IS THE HARD TRUTH which emerged from a study of city editors in the United States on their attitudes toward PR men. These attitudes were obtained through a questionnaire of pro and con statements describing the public relations man, his qualifications, his role and his performance.

Seventeen hundred city editors of daily newspapers and 117 officers and committee chairmen of the Public Relations Society of America received this survey.

The total response from city editors was 44 per cent (746/1,700) and the response from the PR men was 75 per cent (88/117).

The city editor indicated his favorable opinion of the PR man's qualifications by describing him as one who: sits with management and determines policy; goes beyond the realm of media; has dignity and authority; is an all round specialist; is ethical, competent and trustworthy; is well educated and has talent and training; has high standards and news judgment; and is an expert on communication.

The above themes were expressed in answer to the statement: "There is no difference between a public relations man and a press agent." The responses, incidentally, were in a ratio of four to one favorable to the PR man.

THE CITY EDITORS who favorably indicated there is a difference between press agents and public relations men answered in four general ways. The first group enumerated the differences between the two. The next group mentioned some criticism. The third group distinguished between the local and out-of-town PR man. And the last group said there "should" be a difference, rather than saying there "is" a difference.

An example of the first category—favorable answers listing the differences between PR men and press agents—is as follows:

City editor of an Ohio daily with a circulation of

THE AUTHOR . . . Lee Feldman received his bachelor's degree from the University of Wisconsin in 1955 and completed his studies for a master's degree at the University of Chicago in the field of public relations. He recently became a partner in Lind and Feldman, Public Relations, Chicago. His affiliations include the Chicago Headline Club of Sigma Delta Chi and junior board of the National Conferecne of Christians and Jews.

as City Editors See Him

more than 160,000 in a city of 250,000 residents commented:

"There is considerable difference in the two. A press agent is in fact what the name denotes, a man who seeks favorable press for a client. A public relations counselor is a man who is seeking to get products or clients across by means of contributing something worthwhile in the way of news. The press agent gets in the press or on radio or television no matter whether it is true, false or whether it takes bribery. Most public relations people are honest and can see the editor's point of view."

THIS ATTITUDE WAS not limited to just large metropolitan dailies. Papers with circulations as low as 5,000 shared this view. The following is an example of the second category—editors who were favorable but voiced some criticism.

From a California paper with a circulation of 8,000 in a community of 70,000:

"There is quite a difference. While a press agent concerns himself only with getting his client's or product's name in print, the good PR counselor can advise his client on how best to create a publicity campaign which will develop a rapport between the newspaper reader and the agency, individual or product being ballyhooed.

"The greatest difficulty in the field seems to lie in the fact that anyone—despite his training and qualifications—is at liberty to set himself up as a PR counselor. Talk is cheap; news stories and publicity campaigns which are to affect the public mind favorably must be well thought out by someone thoroughly familiar with all news media.

"Nothing is so irritating as having a press agent or publicist call just on deadline to deliver a bit of news worthy of publication, but offered with the excuse that he (the publicist) just didn't have time to write it up and send it in himself. Editors have their own problems; they cannot be expected to pull chestnuts for a publicist in order that he may appear hard-working in the eyes of his client. . . ."

THE NEXT CATEGORY spoke favorably of the local public relations man but disparaged the efforts of the out-of-town practitioner. Interestingly enough, these comments did not come from a small rural daily jealously guarding its sense of independence and autonomy in the community. These remarks came from one of the country's major metropolitan dailies in the Midwest with a circulation exceeding 300,000 in a city of over 850,000 residents:

"The majority of public relations men I know are not space grabbers. A considerable amount of their work, I understand, is in representing the policies of the firms they represent to the employees and stockholders of these firms. Much of this is done by mail or other direct means. In contrast to press agents for entertainment enterprises, they do not flood us with handouts. (This is not true of many out-of-town public relations and advertising firms. These do and the bulk is worthless). Most of the materials submitted by local firms is newsworthy; the statements we have requested in controversial matters have been handled in a satisfactory manner."

The last group implied that the public relations man ought to handle a much larger scope of responsibilities than the press agent, but that he does not. The implication was conveyed by use of the word "should." Instead of saying he "does" do these things, this group of editors said he "should," implying that he does not.

The following is a California daily with a circulation of 100,000 in a city of approximately 120,000 (Caps by the author):

"Public relations, by my definition, implies a broader service to a client or employer than press agent. The latter is concerned primarily with getting favorable publicity for his client. The PR man SHOULD also be concerned with community relations on a broad scale—company's reputation for fairness to employees, generosity, etc."

THE NEXT EXAMPLE is an Illinois paper with a circulation of 25,000 in a community of 48,000:

"Yes, there is a difference. To me, the press agent is primarily concerned with grabbing space or air time for his client without too much regard for truth of the statements issued or to the methods used to call the attention of an editor to his client.

"A public relations counselor SHOULD do more than attempt to grab space. He SHOULD advise his client on good public relations outside the mass communications field; he SHOULD be prepared to work with the press and radio with stories concerning his client that have actual news value."

The third example is a Michigan newspaper with a circulation of 37,000 in a city of 48,000:

"False—leastways there SHOULD be a definite difference. When the circus press agent drops in for his annual visit I expect the ballyhoo, bunk and snow job. I expect facts, honestly presented by the public relations counselor.

"I do not believe the public relations counselor title should be used lightly. There should be an organization which passes on the use of such titles just as the realtor title is bestowed only on qualified men." (Fellow PRSA members, please note!)

As the previous examples of attitudes indicate the PR man comes off fairly well concerning the image of

his qualifications. Not so, when it comes to actual performance.

The majority of the editors (444/730, or 61 per cent) said the public relations man is an expert on public opinion and communication. But, more than two-thirds of this same group (311/444) said public relations promote products and services which do not legitimately deserve promotion. Over half of the 61 per cent (254/-444, or 57 per cent) stated that the public relations man tries to deceive the press by attaching too much importance to an event which does not deserve the emphasis.

THIS FAVORABLY DISPOSED group was divided down the middle on the written material submitted by PR men. Forty-eight per cent (214/444) said the written material was slovenly and amateurish. Forty-nine per cent (217/444) countered by saying this was typical of few.

In general, the city editor does not think the PR man can write. (Fifty-nine per cent (427/721) agreed with the following statement: "A professional public relations expert is unable to sit down at a typewriter and produce accurately, forcefully, and quickly, a clear piece of copy."

Even those who said he can write (40 per cent, or 294/721) charged that the written material was presented in a slovenly and amateurish fashion (66 per cent, or 195/294), and that the PR man complicates his job by flooding him with news that is obscured, blocked, magnified, and often prefabricated (65 per cent, or 190/294).

The next question: Does the PR man know news? The city editors said "No." Of the 733 editors who answered the question, 63 per cent (459/733) said he does not.

THE EDITORS WERE EVENLY divided as to whether or not the public relations man see their point of view. Forty-eight per cent (219/459) said they did and 49 per cent (224/459) claimed they did not.

Perhaps what is most interesting about this series of correlations is the extreme and paradoxical answers among those who were favorable and said the PR man knows news.

Anywhere from two-thirds to three-fourths of the 37 per cent (274/733) who said the public relations man knows news responded unfavorably on performance.

Seventy-four per cent (204/274) said the public relations man does not see the editor's point of view. Seventy per cent (191/274) indicated that the PR man attempts to get space because his client is an advertiser. Sixty-nine per cent (188/274) said the PR man complicates his job. This is the same group which said the PR man knows news.

The editors were evenly split concerning the PR man's knowledge of the operations and techniques of the mass media. Of the 720 who answered, 49 per cent (351/720) said he does possess this knowledge.

THE SAME PATTERN OF response in the previous correlations also held true for this one. Those who said he had a knowledge of the operations and techniques of the mass media claimed that the PR man did not perform well.

Ranging from 64 per cent to 75 per cent, the favorably disposed group claimed the PR man sends out poorly written material, does not see the editor's point of view, complicates his job, and attempts to get space because his client is an advertiser.

The responses of the PR men were practically all highly favorable. What characterized these answers most was the defensive tone in which the statements were answered.

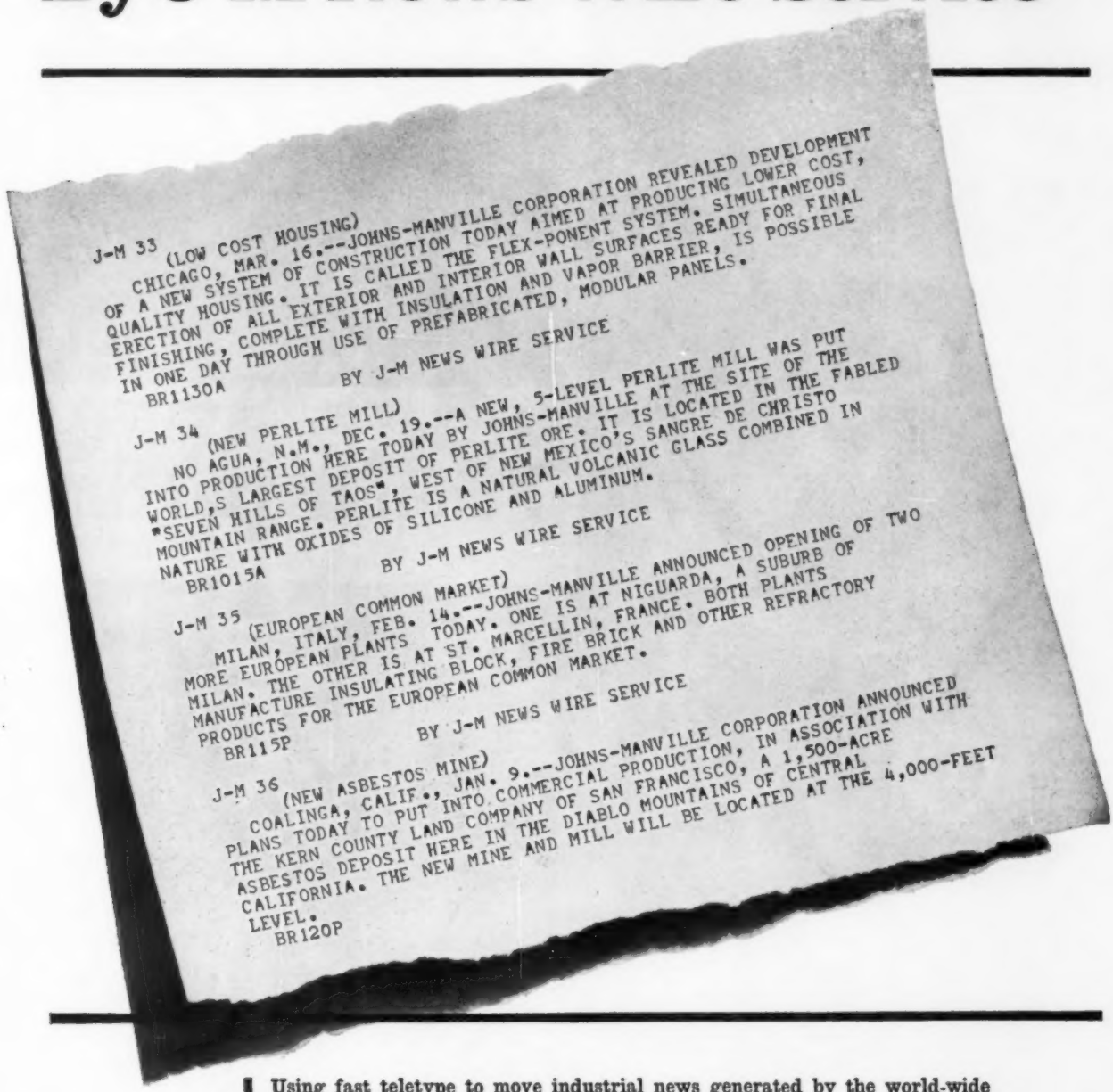
One public relations man, in reply to the statement that public relations is the art of obtaining free publicity which should be paying a 15 per cent commission, said the statement was "impertinent." Another challenged the maturity of this writer. The other answers ranged from "nuts," "baloney," "ridiculous" all the way to some thoughtful comments claiming the statement referred to press agentry and not to public relations. Yet, 50 per cent of the editors generally agreed that this was true.

THE PR MAN REVEALED himself to be rather ignorant of what the city editor really thinks of him. And the city editor was certainly unaware of what the public relations man says he is trying to do. The difference of conceptions suggests that the PR man ought to increase his personal contact to learn the city editor's point of view. Maybe then he can perform the kind of services he thinks he is performing, but apparently is not.

The fact that the city editor is unaware of what the PR man is trying to accomplish indicates that the "profession" of public relations actually needs some of its own medicine in the form of a public relations program. The PR man has obviously failed in doing for himself what he is paid to do for clients.

Even if some of the faults ascribed to the PR man do not rightfully belong there, public relations will have to do some housecleaning to keep its aims and practices consistent. ■

By J-M News Wire Service*



J-M 33
(LOW COST HOUSING)
CHICAGO, MAR. 16.--JOHNS-MANVILLE CORPORATION REVEALED DEVELOPMENT OF A NEW SYSTEM OF CONSTRUCTION TODAY AIMED AT PRODUCING LOWER COST, QUALITY HOUSING. IT IS CALLED THE FLEX-PONENT SYSTEM. SIMULTANEOUS ERECTION OF ALL EXTERIOR AND INTERIOR WALL SURFACES READY FOR FINAL FINISHING, COMPLETE WITH INSULATION AND VAPOR BARRIER, IS POSSIBLE IN ONE DAY THROUGH USE OF PREFABRICATED, MODULAR PANELS.
BR1130A BY J-M NEWS WIRE SERVICE

J-M 34
(NEW PERLITE MILL)
NO AGUA, N.M., DEC. 19.--A NEW, 5-LEVEL PERLITE MILL WAS PUT INTO PRODUCTION HERE TODAY BY JOHNS-MANVILLE AT THE SITE OF THE WORLD'S LARGEST DEPOSIT OF PERLITE ORE. IT IS LOCATED IN THE FABLED "SEVEN HILLS OF TAOS", WEST OF PERLITE ORE. IT IS LOCATED IN THE FABLED MOUNTAIN RANGE. PERLITE IS A NATURAL VOLCANIC GLASS COMBINED IN NATURE WITH OXIDES OF SILICONE AND ALUMINUM.
BR1015A BY J-M NEWS WIRE SERVICE

J-M 35
(EUROPEAN COMMON MARKET)
MILAN, ITALY, FEB. 14.--JOHNS-MANVILLE ANNOUNCED OPENING OF TWO MORE EUROPEAN PLANTS TODAY. ONE IS AT NIGUARDA, A SUBURB OF MILAN. THE OTHER IS AT ST. MARCELLIN, FRANCE. BOTH PLANTS MANUFACTURE INSULATING BLOCK, FIRE BRICK AND OTHER REFRACTORY PRODUCTS FOR THE EUROPEAN COMMON MARKET.
BR115P BY J-M NEWS WIRE SERVICE

J-M 36
(NEW ASBESTOS MINE)
COALINGA, CALIF., JAN. 9.--JOHNS-MANVILLE CORPORATION ANNOUNCED PLANS TODAY TO PUT INTO COMMERCIAL PRODUCTION, IN ASSOCIATION WITH THE KERN COUNTY LAND COMPANY OF SAN FRANCISCO, A 1,500-ACRE ASBESTOS DEPOSIT HERE IN THE DIABLO MOUNTAINS OF CENTRAL CALIFORNIA. THE NEW MINE AND MILL WILL BE LOCATED AT THE 4,000-FEET LEVEL.
BR120P

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—*by* **EARL SEUBERT**, *Minneapolis Star and Tribune*



—*by* **JERRY UMEHARA**, *UPI, New York*

PHOTOJOURNALISM

Friendly faces in a



MAIN STREET AT MIDNIGHT—*Aurora, Mo., U. S. A.*



—*by* **TED BRONSTEIN**, *Seattle, Wash.*

friendly town



by **CLIFF EDOM**

Director, University of Missouri
School of Journalism Photo Workshop

• UNIQUE IN photojournalism education is the annual Photo Workshop sponsored by the School of Journalism at the University of Missouri.

Begun in 1949 as a "project in seeing and in photographic thinking," the Workshop devotes a week each year to recording the story of some Missouri town. Object of the Workshoppers is to study each community and photograph it—not glorified as the Chamber of Commerce would have it done—but to mirror it in a truthful and sensitive way.

Through the years the Workshop has gone "on location" in Columbia (twice), Forsyth, Jefferson City, Hermann, Mexico, Boonville, Lexington, Hannibal, Rolla, Sikeston, Aurora, and Cape Girardeau. The Workshops, in addition to serving as the most practical of classrooms, provide a historical record of the various communities—a valuable bit of Missouriana.

Since its inception the Photo Workshop has been staffed by nationally-known leaders in photography. Among them: Roy Stryker, photo consultant,

Continued on page 30



←— *by* **CHUCK KOLB**, *Ohio University, Athens* —→



Presidential Candidates Sen. John F. Kennedy (left) and Vice President Richard Nixon engage in a brief discussion after a TV debate with Chicago outlet. Moderator Howard K. Smith is in center. (Chicago's American Photo)

QUESTION

by **E. R. HUTCHISON**

Now working on his doctorate and residing in Madison, Wis., the author holds bachelor of journalism and master of arts degrees from the University of Missouri. He is a charter member of the St. Lawrence Valley professional chapter of Sigma Delta Chi.

Television and politics are even more inextricably meshed as a result of the recent campaign. Our major concern now is whether the former will undermine the latter through this intimacy.

for 1964: to debate or not to debate?

NOW THAT political power as displayed by television is known, what use will be made of it in future elections? What is the future of the Presidential debates themselves?

When the first of the 1960 Presidential television debates was over and the television dial click reduced the screen to a pin-point shining dot which faded quickly to blackness, that shimmering, fading dot was symbolic of the political star of Vice President Nixon and gloom which settled over the Republican Party.

When the final debate was over and the ballots counted, there were few who did not agree with President Kennedy when he answered a reporter's question, . . . "do you feel you might have been able to win without the debates?" with a terse: "I don't think so."

THERE WERE MANY criticisms of the debates. Most favorable comment pointed to the stimulus the debates provided to political interest, and rightfully so.

The debates were conversation pieces across the nation. Teachers reported students participating in their own debates. The debates were emulated by candidates for federal, state, and local offices. Across the Pacific, on November 12, Japanese political leaders discussed party policies for the first time with a television debate format. Across the border, Canada's *CBC* was pressured by the populace into carrying the previously unscheduled third debate.

The U. S. public liked the debates, too. Of those who had viewed or listened to them, 75.8 per cent of all men and 79.1 per cent of all women approved the face-to-face appearances. (Most of the minority disapproving, incidentally, had supported Nixon.)

CHIEF AMONG THE complaints were those concerning the format of the debates. Said Douglas Cater in *The Reporter,* "It was like a bastardized version of Art Linkletter's 'People Are Funny' in which the contestant had to tell how he would deal with Castro in 150 seconds flat."

If a trifle harsh, this criticism is nonetheless true. Too many questions, too great a variety of subject matter, too little time to answer. Most exasperating too was the absence of time in which the candidates could argue stated differences.

The next Presidential debates will be, probably as Arthur Krock suggested, in the tradition of Lincoln and Douglas. The major issues will be defined and a program devoted to each, of an hour-and-a-half or two-hour duration, in a more relaxed setting—perhaps around a coffee table. Dangerous issues will be studiously avoided.

But the future of the presidential debates hinges on the 1964 election. Having once suspended temporarily Section 315 of the Communications Act to accommodate the debates with no ill effects, Congress will, doubtless, have no qualms about doing the same in the next election.

Will President Kennedy consent to a series of debates in 1964? If Robert Kennedy, as campaign manager, has his way, the answer is "no," for he told reporters shortly after the last election, "Certainly the President will not debate someone who wants to be President."

Fortunately, Robert Kennedy may not have his way. It may not be politic, for example, *not* to consent to debates in 1964. If Nixon were to run again in 1964, it is inconceivable that President Kennedy would refuse to debate. The American idea of "fair play," alone, almost rules out a refusal.

HOWEVER, IF GOVERNOR Rockefeller runs in 1964, or if Senator Goldwater is the candidate, Kennedy may very well plead that the duties of the Presidency, along with those other duties of the campaign, are such that he cannot afford the time necessary for the debates.

Public opinion, however, will play a large role in his decision. If sentiment runs high for a series of debates, it is difficult, once more, to conceive of Kennedy's refusing. Figuring in any decision, of course, will be the opponent the President will have to face. The hard political facts of whether the opponent will fare well in the debates will be considered. The President might very well fear the Rockefeller image that brought down a gubernatorial landslide in New York State. In this in-

stance the President might consider the political implications he will face, by a refusal to debate, less dangerous than those he will be confronted with if he accepts.

The fate of the debates rests on what happens in 1964. If there are no debates, then the future of Presidential television debates as part of a national campaign will be in doubt. On the other hand, if there are debates in the next election, this will serve to cement in the public mind the idea of debates as being an integral part of a Presidential campaign—an association which will be an extremely strong element in advancing this political activity.

PRESIDENTIAL DEBATE lovers, to be on the safe side then, should start hoping for a strong Nixon-for-1964 movement.

An interesting perspective of this future was offered by Jack Gould, New York *Times* television critic. The whole question of whether a future President will debate is academic, he argues. The advantage an incumbent has as far as a public figure is concerned will disappear as a result of the suspension of the FCC's Section 315. The networks, under the exigencies of their newly-acquired feelings of responsibility (developing from the part they played in the last campaign), will assign so many hours of good evening time to a Presidential contest through their coverage of speeches and appearances of candidates that the incumbent's advantage will be negligible. (An extremely optimistic view.)

Through this coverage, also, candidates will be forced into debate—a college debate of kinescope strips. Whether the candidates want it or not, they will be matched on the same program as far as their stands on the issues are concerned, through campaign trail film strips.

BECAUSE OF THE ROLE television has been playing in politics and will be playing in the future, one influence has already been noted by President Kennedy. A new breed of politician is coming up through the state and national political ranks. Most are comparatively young, and though this is viewed as a handicap by some older politicians, they cast a television image that the public likes and remembers. The President warned, however, that even political shows could be fixed, so that an image, only, could be elected.

Because of the magic political pull of television, as dramatically displayed in the last election, this medium will be sought out by candidates on all political levels. All are ready to wager that in a debate or on appearance they will smile or grimace correctly, enunciate and gesture appealingly, throw an assuring or dynamic image, and avoid taking that horrific tumble possible in one word or action. Consequently, no major candidate will feel secure without a public relations agency advising him, with a television expert on its staff.

Possibly the major danger with television in politics is concerned with the great expense involved in a campaign, on national and lower levels. The GOP paid $1,644,381 for TV in the last election, the Democrats $1,053,310.

President Kennedy has expressed concern about mounting campaign costs in this connection. His worry is that candidates may become obligated to the business world in trying to compete (and the candidate *must* compete) on that most decisive and expensive electronic campaign trail—television. The business world, of course, is not the most dangerous benefactor a candidate can become obligated to, either.

BUT JACK GOULD indicates that this great danger will be considerably lessened through "responsible television." Before the 1960 campaign, Gould points out, politicians rather than broadcasters controlled the medium during the race because it was economically absurd to offer free time to major candidates. Under FCC law *all* candidates could then have had the same television time—in the last election, for example, twelve more candidates could have taken up revenue-producing time.

All this has now changed. With the loosening of the FCC law, according to Gould, anyway, the broadcasters are now put in a spot where they can afford to be responsible. Television, with the 1960 campaign, has assumed a positive rather than passive role in politics, Gould says. The seven radio and television networks' free donation of time in the future campaigns will reduce the traditional political advantage enjoyed by the nominee with the most money.

Television in the 1960 campaign did contribute substantially to fairness in politics through its coverage and the political debates, at least on the national level. And it can do so, and more, in the future, if the networks have developed that sense of responsibility Gould suggests that they have.

IT IS DIFFICULT TO SEE, though, how such a "Mr. Hyde" of television responsibility (judging from its past and current programming) will, at the end of each year-and-a-half or three-and-a-half year period, decide that it is now time to turn into a "Dr. Jekyl" to minister to politics for six months. Unless it can prescribe a spectacular such as the 1960 Great Debates.

Be that as it may, one thing is certain. Television and politics are even more inextricably meshed as a result of the recent campaign. Our major concern now is lest the former undermine the foundation of the latter through this intimacy. ■



freedom gained

DOCUMENTARY PHOTOS OF THE MONTH

freedom denied

● An East German soldier leaps over a barbed wire barricade from the border of East Berlin into the freedom of West Berlin to produce one of these (above) truly documentary "Photos of the Month." Photographer Peter Leibing of the Hamburg picture agency *Contipress* took this exclusive photo August 15 using a 35mm camera with a 200mm lens. It was distributed exclusive outside France and Germany by the *Associated Press*, which furnished it to QUILL. As a companion photo (right) with poignant overtones, *AP* also supplied the one by staff photographer Edwin Reichert which shows an elderly East German Couple turned back at freedom's gate. The East German soldier did signal his intent to leap over the barbed wire, as movies revealed. QUILL invites photographers and picture editors to submit candidates for other "Photos of the Month" pages.



The fair and gentle reader

by MARK CLUTTER

NEWSPAPERS ARE mostly written and edited by men—and most of them give the impression that they are to be read by men only. And what's worse, by a certain kind of men, guys very much like the newspapermen themselves.

Are the newspapers of America being produced for the entertainment and edification of the people who produce them?

The average newspaper is an insult to women. It has barely got beyond the anti-suffragette era in its attitudes. There is, of course, the women's section, but all too often it is produced by females who have abandoned all lines of sane communication with their kind. It assumes that all women are solely and passionately devoted to fashions, parties, recipes, babies, and cutie-pie chit-chat. An extreme example of this style of journalism was the coverage of a luncheon of university women. The speaker was a distinguished woman doctor. The reporter told in detail what she wore—but did not tell what she said.

THROUGHOUT the average newspaper one finds evidence that too many writers think that women are sex-pots, cheesecake, mental incompetents, illiterates, or comic characters.

It is only on the editorial page, however, that one finds the attitude that women do not exist at all. As a result, the average editorial page does not exist for most women.

Mark Clutter, author of the accompanying article, is a veteran editorial writer, residing in Wichita, Kan. He was dubious about use of this picture, thinking that it pictured him as the pedantic, pipesmoking male to whom he believes editorials today appeal.



For whom are editorials produced? The average editorial column calls up the vision of a specific reader. He is a gray man with reading glasses and a pipe. His temperament is somewhat dispassionate. He is inordinately fond of abstract generalities about politics, economics, and sociology. It has been a long time since he has read a novel with pleasure. It has been even longer since he has kissed a woman with any feeling beyond absent-minded husbandly affection.

In other words, the editorials are written for men who look very much like editorial writers.

This is the way most editorials are. But it is not the way they should be. They will be changed when publishers wake up to the true purpose and value of the editorial page.

An editorial page, like every other page in a newspaper, should sell papers. That is the only excuse we writers and editors have for existence. If our words do not put silver in the carrier boy's pocket, our efforts are in vain.

THE EDITORIAL PAGE must, of course, be the prestige page of a newspaper. The very best writing and thinking should be found there. It should set the tone and policy of the entire paper.

To accomplish this, it is not necessary to be dull. In fact, it is impossible to achieve these goals if the page is dull. If no one except pipe-smoking pedants read it, what good is it?

After page one, the editorial page should be the best read page in the paper. It is probably impossible to produce a page that will attract 100 per cent of the readers. It is possible to produce a page that will command the interest of 75 per cent of the adult readers. If the constant readership falls below 50 per cent, the editorial editor or the publisher had better plan to make some drastic changes. Most newspapers today stand in desperate need of such change.

THE ONLY WAY to rise to even the minimal 50 per cent is to make the page more attractive to women. They comprise more than 50 per cent of the population.

To achieve this, it is necessary to exorcise, once and for all, the image of the pedantic pipe smoker. He must be replaced by the more charming image of a lovely and thoughtful woman.

Immediately the question arises: Why a woman? Why not think of the typical reader as a man?

The answer is that many things which interest men do not interest women, while men are interested in practically everything that interests women.

What kind of a girl is our imaginary reader? Let's visualize her as well as we can.

are our editorial writers ignoring today's woman?

First, she is all woman. Her masculine assertions are kept well under control. She is neither a sexpot nor a man-hater. She tries to be a good wife and mother. She is interested in the world outside the four walls of her house.

She is not a highbrow. It is best to assume that her formal education ended with high school. There is a good reason for this assumption. Intellectuals can understand plain language, while the unlearned often find intellectual jargon too much for them. Remember, we are trying to attract all readers.

Think of her as a mother of young children. She finds her life too circumscribed by her duties. She is, in a sense, lonely. She seldom talks to any man except her husband—and husbands all too often are lousy conversationalists. She finds her time taken up with petty chores and childish problems. But she is an adult and is, therefore, eager to meet interesting people and to know what is going on in the world.

She likes to be taken seriously by men. Her capacity for flirtation is limited by her character and her station in life. She hates to be ignored. Therefore, she is deeply appreciative of the man who will write to—not at, about, or around—her. She needs his ideas. And the man, if he is more sensitive than a clod, soon discovers that his thinking is enriched and deepened by her interest.

How does a man learn to write for her? One is tempted to give Louis Armstrong's answer to "What is jazz?" "If you need to ask, you ain't never going to know." If a grown-up man doesn't know how to communicate with women, he will probably never learn.

Some men, including too often our pedantic pipe smokers, don't really like women except for good cooking and erotic gratification. Such men may be useful citizens in some capacities, but they will not win feminine readers for newspapers.

If an editorial writer has a normal capacity for friendship with women, there are a number of things he can do to increase his readership.

He must jettison the pseudo-rules that handicap him. By tradition, the proper subjects for editorials are in the fields of economics, sociology, and politics. By tradition, these subjects must be presented in a learned, abstract, dry-as-dust style. Human warmth, emotion, poetry, humor, the writer's personality are verboten. It is, of course, permissible to write a piece of whimsy to "lighten" the column.

The tradition, of course, is wrong. Any subject that is interesting or can be made interesting to readers is grist for the editorial mill. There is no one way to write an editorial. There are hundreds of ways. An editorial writer is not a disembodied voice. He is a man, and he should write like a man, expressing his own personality with honest vigor. Let this be a rule for editorial writing: An editorial that sounds like an editorial is a bad editorial.

Women have no taste for pomposity and dullness. Their interest in a man quickly wanes when they discover that he cannot relax from a defensive professional stance. They are interested in men, not in editorial writers, or policemen, or sailors, or clergymen.

For women are more personal in their social reactions. Numerous tests and studies have proved this to be true. Women are more interested in the specific—in personalities, situations, dramas. Men are more interested in abstractions and principles. They want to know what makes a machine work, what the best form of government is, what the nature of God is.

Men, too, are interested in the specific. They want to know what is going on in the neighborhood, what the children are up to, what is for supper. If you write for women, you will be writing for men, too.

Women become interested in abstractions and principles when they are made to understand their human applications. Tell a woman what life under a certain form of government will do to her and her family,and she will become intensely interested.

A major function of the editorial writer is to translate abstractions and principles into emotion-packed, dramatic, colorful language that has an impact on every reader. When he approaches this ideal, he begins to carry out his true function of selling papers.

This brings us to an interesting question: If newspapers are to attract more women, and therefore more men, to the editorial pages, should they hire more women editorial writers? Probably not. A woman likes—and needs—the friendship of man. If he can convey that friendliness through his words, if he can bring to her daily a measure of zest, a new idea or two, a smile or a tear, a measure of understanding, he will have done much for her. It is unlikely that a woman writer could do more.

For our imaginary lady has her real flesh-and-blood counterpart out there on the carrier boy's route. She lives on a shade-lined street in a pleasant residential area. And you can find her sisters in walk-up apartments, nursing homes, mansions, whorehouses, business offices, convents, college dormitories, and jails. She is Bardot and your genteel grandmother, the nice girl next door and the lady industrialist, the young matron and the staid clubwoman. She is Woman, and you as a journalist ignore her at your cost.

You will know when your editorials begin to reach her. Your telephone will ring, and she will discuss the editorial she liked or didn't like. And sometimes, strange though it seems, she will call up just because she is lonely and wants to hear a friendly voice. ■

THE BOOK BEAT

A History of the St. Louis Globe-Democrat

Jim Alee Hart, author. Publication date, October 5. (University of Missouri Press, Columbia, Mo. $5.95)

LONGEVITY, one of the St. Louis *Globe-Democrat's* most distinguished editors, Joseph B. McCullagh, once observed, "is no sure and final guarantee of worth." But, he added, "there is a certain dignity in traditions."

Any review of Jim Alee Hart's 300-page well-documented recital of the life and turbulent times of the St. Louis newspaper must be approached with these words in mind. It is not enough to comprehend that this paper can boast of "One Hundred and Nine Years of Public Service," as it proclaims beneath its masthead.

To properly assay the journalistic gold in the 109 years of this Midwest press patriarch one needs Hart's history to disclose among other things:

The *Globe-Democrat* existed for a century in the same family; it originated as the *Missouri Democrat*, fighting for abolition in a border and slave state where many thought that John Brown's body quite properly should be mouldering in its grave; it earned the blessing of Abraham Lincoln as "being worth more to the North than ten regiments of soldiers"; it pioneered in short sentences during an age of ponderous newspaper prose; it introduced a table of contents on the front page as early as 1898; it championed the aviation daring of Charles Lindbergh as well as smoke elimination in St. Louis.

Most absorbing of the chapters written by the Ohio University teacher are those dealing with the *Globe-Democrat* under McCullagh's editorship, a tenure during which he built circulation with what his rivals called "yellow journalism." It was McCullagh who early sensed the circulation possibilities in crime stories and after covering a lurid lynching in Yazoo, Miss., said, "The correspondent whom we sent to Yazoo City a few days ago seems to have struck an item. The great art of running a newspaper is the art of guessing where hell is likely to break loose next."

McCullagh had many oddities, for his time, beside his devotion to the pithy sentence ("all the news and no essays") and the first use of the mass interview technique. He spread articles on animals and snakes, provoking the rival *Republican* to use a cartoon depicting the *Globe-Democrat* editorial room, with a sign on the wall: "50 cts. a dozen paid for snake stories."

It was Eugene Field who in a poem, "Little Mack," perhaps best touched on McCullagh's ability to jab his opposition. He wrote:

"The talk about the journalists that run the East is bosh.
We've got a Western editor that's little, but O gosh!
He lives here is Mizzoora, where the people are so set
In ante-bellum notions they vote for Jackson yet;
But the paper he is running makes the rusty fossils swear—
And best of all, the paragraphs are pointed as a tack,
And that's because they emanate
From Little Mack."

From the editorial background in which McCullagh ably jousted emerged a newspaper in which Casper Yost fathered the modern (ASNE) concept of the responsibility of the press and E. Lansing Ray espoused it. Later there was to come a bitter strike, Newhouse ownership, and contract printing. The historian points out and the journalism world can judge that the *Globe-Democrat* then became "the lusty, crusading paper of old—a paper not afraid of a fight, not afraid of change."

—COS

Asia Is My Beat

Earnest Hoberecht, author. (Published by Charles E. Tuttle Company, Rutland, Vt., and printed in Japan. $2.75 in the U. S.)

THIS IS A STORY by the *UPI* vice president and general manager for Asia who at 43 is known as one of America's foremost foreign correspondents.

In this volume by "Asia Ernie" the reader learns a little more intimately about the war crimes trials in Japan, General MacArthur, the Korean War, the fine art of prostitution, and the Dalai Lama.

But some will remember longer than these historical incidents, Hoberecht's Chapter 21 about the Press Club created by the Foreign Correspondents Club of Japan. It was there that an elevator boy had perhaps the shortest employment of record.

Hoberecht relates that the buzzer buzzed and the boy started up toward the fourth floor. However, before he got there, the second and third floor lights flashed on. Naturally, he stopped for passengers.

The delay irritated the New York *Times* correspondent waiting for the elevator. So, he took out his pistol and fired a shot at the elevator door.

"The dent in the floor stayed with us for a long time—but not the new elevator boy. He shoved the elevator in reverse, went at express speed to the ground floor and fled. He left without even a 'Sayonara.'"

Vocabulary Explosion Recognized in New Dictionary

Merriam-Webster unabridged Third New International Dictionary. (2,720 pages. G. & C. Merriam Company, Springfield 2, Mass. Style No. 1, $47.50.)

JOURNALISTS SEEKING skill in understanding and using the English language will discover that *Webster's Third New International Dictionary* offers both ponderous (2,720 pages) and documentary proof of the language explosion.

Reflected is the new language associated with suburbia, packaged mixes, the backyard cookout, and little league baseball.

The informal "ain't" gets official recognition as "used orally in most parts of the U. S. by cultivated speakers."

In its pages, too, are placed the stamp of authority on "a-bomb," "astronaut," "beatnik," "den mother," "fringe benefit," "satellite," and "zen."

The new Merriam-Webster recognizes the informality of today's English language and draws on pungent, lively remarks of diverse personages ranging from those in the arts to those in sports.

Stage star, Ethel Merman, for example, gives memorable interest to the use of "drain" to mean "exhaust" by her lament, "two shoes a day drain a girl."

Fuzziness over the difference between "shall" used in the sense of "futurity" and the sense of "determination" is clarified by General Douglas MacArthur's celebrated promise to the Philippines, "I shall return." Willie Mays gives "puff," in the sense of "overrate," new meaning by the comment, "Hit too many homers and people start puffing you up."

The air age is responsible for a broad spectrum of colorful terms such as "skycoach," "retro-rocket," "airlift," "deceleration," "blip" and "dovap" and "no-show" (for the ticket holder who doesn't appear and doesn't cancel).

There are words for everything and everywhere in this authoritative new tool of the writer and speaker.

A Helpful Book for Career Seekers in Journalism

By Arville Schaleben, managing editor of The Milwaukee ***Journal.*** *(Richards Rosen Press, 13 E. 22nd St., New York. $2.95.)*

THE AUTHOR is well qualified to encourage high school youngsters to enter into a journalism career and has placed the benefit of his newspaper experience into the pages of a book beautifully printed by Richards Rosen Press.

With recruitment of young people into the field of industry proceeding in full bloom, it is well that journalism has such as spokesman as Arville Schaleben. He has provided practical advice coupled with incentive for those with talent and energy to enter a profession hungry for such new blood.

Sigma Delta Chi recognizes the need for journalism education and QUILL recommends that newspaper publishers take advantage of the opportunity to buy copies at cost in wholesale lots as gifts to newspaper delivery boys and to libraries and high schools.

A paper-bound edition of the book is reported as being in the offing, a means of further distribution.

QUILL Recommends:

• *An Introduction to Journalism, Second Edition,* by F. Fraser Bond, Professor Emeritus, Department of Journalism, New York University (The Macmillan Company, 60 Fifth Avenue, New York 11, N. Y., 360 pages, $5.25). Where formerly first attention went to the print media, this new and revised edition is now geared to meet the needs of students of mass communications generally. A chapter has been added on industrial and business journalism, for example.

• *The Most Common Mistakes in English Usage,* by Thomas Elliot Berry (Chilton, A division of Chilton Company, Philadelphia, 150 pages, $2.95, publication date: September 28). Professor Berry outlines examples of the everyday errors in English usage. In each instance the correct usage is illustrated and the principle involved is explained. Mastering of good usage is implemented by understanding rather than memorizing.

• Complete transcript of proceedings of the recent *Symposium on Freedom and Responsibility in Broadcasting* at Northwestern University's School of Law will be published in hard-cover book form by the Northwestern University Press, 1840 Sheridan Road, Evanston, Ill. It can be ordered before October 15 at a pre-publication price of $4. After that date it will cost $5.

• *Literary Market Place, 1961-1962 Edition,* published by R. R. Bowker Company, 62 W. 45th Street, New York 36 ($6.50) is a new and invaluable directory. It provides classified data on agents, artists and art services, book clubs, book lists, book publishers, book reviewers, columnists, literary prizes and awards, magazines, newspapers and news services, radio and television, translators, and writers' conferences. Major categories are listed and full alphabetical index is also provided.

• *Amateur Acting and Stage Encyclopedia* by D. J. Smith, published by Philosophical Library, Inc., 150 E. 40th Street, New York 16 ($4.75) is a book for both the actor and writer in amateur dramatics. It serves as a guide to the theater in general. Chapters dealing with technical terms, decor, make-up and lighting are of interest to students of the visual arts.

Friendly Faces . .

continued from page 21



HOMES, CHURCHES, and hospitals—all are open to University of Missouri Workshop cameramen who approach the project with sincerity and restraint. This picture of an Aurora (Mo.) doctor administering to a tiny infant, was made by SSgt. Ted Tucker, Washington, D. C.

Pittsburgh; Russ Lee, free-lancer, Austin, Tex.; John Morris, executive editor of *Magnum;* Arthur Rothstein, technical director, *Look* magazine; James Godbold, photo director, *National Geographic* magazine; Earl Seubert, chief photographer, Minneapolis *Star-Tribune;* Yoichi Okamoto, chief, *Visual Media,* U.S.I.S.; Bob Gilka, formerly picture editor of Milwaukee *Journal* and now on the *National Geographic* illustrations staff, and many others of national and international stature.

Usually held the third week of May, the Workshop necessarily limits the number of students because of the informal method of instruction. Never are there more than 10 students (and preferably five or six) for each instructor.

There were 53 photographers and a combined darkroom and editorial staff of 14 at this year's Workshop in Cape Girardeau. More than 16,000 negatives were exposed, processed and printed during the week and hundreds of transparencies made from the pictures which were shot, these projected during the evening critique sessions.

Sponsoring the Workshop is a stimulating and rewarding experience. Not only is it a privilege to give direction and guidance to alert, dedicated photojournalists, but it's a pleasure to make a study in depth of the communities which host us.

Regardless of whether it is an educational, industrial or farming center—the measure of any community, we have found, is the measure of its people.

The story of Aurora, Mo., the little town in Southwest Missouri where the 1960 Workshop was held—is mirrored in the friendly faces of those who live there. Typical of the nearly 100 photos which make up the Aurora Story are those shown on pages 20 and 21 of this issue.

Theta Sigma Phi, SDX Goals Linked

THETA SIGMA PHI, the women's national journalism fraternity, has voted to join efforts with Sigma Delta Chi in the recruitment of capable youth to train for journalism careers and "in other projects of mutual concern."

This official action was taken at the national convention of Theta Sigma Phi at the William Allen White School of Journalism and Public Information, the University of Kansas, Lawrence, at the close of the three-day assembly August 16-19.

The resolution stated:

"Because we who are in the profession of journalism cannot stand idly by and let the best young brains of the rising generation enter other fields,

"BE IT RESOLVED that this convention body instruct its board of directors to set up a Communication Careers Program to be known as the 'Talent Sparks Program,' as a national project, and to make available to student chapters, professional chapters and members-at-large materials and suggested activities. . . .

"Whereas Sigma Delta Chi and Theta Sigma Phi, as professional societies in the field of communications, have many common goals

"BE IT RESOLVED that we seek to cooperate with Sigma Delta Chi in projects of mutual concern. . . ."

This need to encourage "bright, young minds" at every grade level to enter journalism was emphasized by a panel of three at a session of the convention which recognized the call to work with Sigma Delta Chi in this important effort.

ON THE PANEL WERE: Miss Gretchen Kemp, associate professor of journalism, Indiana University, Bloomington, Ind.; Miss Hattie Steinberg, high school journalism teacher, Lincoln, Neb.; and Don Carter, executive director of the *Wall Street Journal* Newspaper Fund, Inc.

The convention resolution also commended the *Wall Street Journal* for its foresight and planning on establishing the Newspaper Fund and "on the tremendous strides it has made during its short life." Full support and cooperation of the fraternity in assisting this program in any way possible was included in the resolution.

In the panel discussion, delegates were urged to work with school administrators and guidance counselors to promote better journalism programs and up-to-date counseling on opportunities in the field; to make library materials available to students; to set up workshops for high school editors and others interested in journalism; to give encouragement to high school journalism teachers; and to urge their own publishers and editors to work more closely with such teachers to keep them informed with current information of the field and its needs.



Cities Service "hydrant truck" pumping and filtering jet turbine fuel

Cities Service on the move

A sleek jet airliner is fueled for flight through the skies . . . a giant reaper cuts a swath through a golden field of grain . . . a supertanker speeds its cargo of oil to a waiting refinery. In the air . . . on land . . . at sea . . . Cities Service is on the move.

In all the varied ways in which a major oil company operates . . . in production, transportation, manufacturing, research, and marketing . . . the pace is accelerated today. On a hundred fronts, to provide American industry and the American public with the newest and best in petroleum products . . . *Cities Service is on the move!*

"Keep your eyes on Cities Service"

CITIES SERVICE



Golf Wedded to Journalism in Akron



by **LOREN TIBBALS**

executive sports editor,
Akron (Ohio) Beacon Journal

• GOLF CAN FIT into journalism. Promotion, principally by newspaper print and the electronic medium of radio and television, has transformed Akron, Ohio, often called "Tire Town U.S.A.," into one of America's leading golf-happy cities.

As executive sports editor of the Akron *Beacon Journal,* I have been part and parcel of the wedding of golf and journalism. I can testify that golf, as a community-centered enterprise in Akron, is already picking up a fair share of the tab for the charitable works of at least three major civic organizations, the Akron *Beacon Journal's* Fund among them.

That this should happen—climaxed late in August this year by the holding of the American Golf Classic on the par-defying Firestone Fairways—is not surprising when all the facts are considered.

Partiality for golf has long been a part of the Akron area scene, instilled by accessibility of the 15 or more private and public courses within a 10-mile radius of the city. Firestone has two 18-hole courses—one public and the other the Firestone Country Club for employees.

I remember writing for my column (Tibbals Scribbles) just prior to the 1958 PGA championship: "We'll be taking off for the 40th PGA this week . . . and with us go dreams of some year having to go no farther than Akron's Firestone Country Club for the PGA championship."

Within six months after these prophetic lines were composed, Akron was in an epidemic of 1960 "PGA fever." Within one year I found myself separated from my newspaper by executive order to head up a tournament office on a full-time basis.

Business and industry cooperated in production of a 312-page *PGA Annual* which, to the sheer delight of this novice tournament planner, grossed more than $150,000.

Of prime consideration for success of any sports event are accommodations for the press. The Akron PGA had it. I say this in all modesty, not as a tournament director but as a newsman used to elbowing his way in and out of clothes closet press rooms and fighting off the company of over-zealous press agents.

Using underground communications from all parts of the course to press headquarters, newsmen pumped 500,000 words on the PGA in dispatches bearing the Akron dateline.

The three sponsors—Jaycees, Women's League, *Beacon Journal* Charity Fund—each received $20,000 which has since found practical usefulness in the form of assistance to distressed individuals and families.

That's where journalism comes in—the exposure of the magic of big names in golf and the co-operation of press, television and radio. Plus, of course, the co-operation of the Firestone Rubber, and the unbridled public enthusiasm.

Golf is many things to many people. To a few, it's a profession. To a sports writer and a radio-TV announcer it's a journalistic challenge to produce speedy and accurate reporting plus colorful description. To Akronities golf is a civic enterprise with community-wide backing directed toward a worthwhile goal —charity.

What is an

HE IS CALLED by many names: the boss, top management, head man, chief, president, vice president, treasurer, owner, partner, chairman, his initials, or just plain Tom or Bill. Each day he lives with problems and every day he's on the lookout for solutions. A good executive is understanding, fair, a cajoler, coordinator, arbitrator, listener, and decider. In addition, he is efficient, hard-working, patient, impatient, aggressive, ambitious for himself and his firm.

Executive?

His constant companions are work, too little time, budgets, taxes, inventory, ideas, new products, production, employee relations, profit and loss charts, marketing, advertising, and company dollars. No one knows better than he the meaning of pressure. He is second-guessed, loved, appreciated, tolerated, respected, blamed, praised, understood, misunderstood, needling and needled, but never ignored.

The executive knows the loneliness of management. For there comes a time for decision. Despite all the counsel from associates above and below, it is he who says *yes* or *no*. He can't afford to err in judgment, whether it be selection of personnel or the kinds of raw materials that go into the product. He is always responsible.

The good executive is the voice for his company—both written and spoken. Thus, he is a reader, student, speaker, moderator, writer . . . as well as the subject of a speech or article. He is the product of business and means business. What he does can produce a ripple or tidal wave of activity.

Although his collar is white and his shoes are polished, he knows the meaning of long hours and hard work. For this he has learned: To get a better job, *keep doing a better job*. That's how executives are made.

With all the needs of an executive, it is not unusual to find most of them reading The Wall Street Journal. They rate The Journal "most useful" of all magazines and newspapers.
The reason: *Every business day, the news that changes business does change.*
And The Wall Street Journal is the *only* National Business Daily.

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Miami Beach area beckons

solid . . .

THE VOLATILE NEWS situation in Latin America and the almost equally disturbing, although different, problems involving the broadcast media in the United States will be the subjects of speakers and panels being arranged for the 52nd Anniversary Convention of Sigma Delta Chi at the Hotel Fontainebleau, Miami Beach, October 25-28.

A high-ranking Administration official is being sought as speaker at the closing banquet Saturday night.

National President E. W. Scripps II informed THE QUILL at deadline of the general nature of program plans and indicated that the identity of speakers and panelists will be disclosed shortly.

SCRIPPS SAID A top-notch Latin-American speaker is to be heard at one of the luncheons and a well-known and controversial radio-television spokesman from either Administration or industry is being sought as speaker at the other luncheon. Panels on the respective subjects will follow each luncheon, on Thursday and Friday.

The 17-member Board of Directors will meet at 10 a.m. Wednesday, and that evening the Greater Miami Professional Chapter will be host at a reception at the Fontainebleau for all the delegates.

The opening business session will take place Thursday morning. After the luncheon program and afternoon panel delegates will be treated to a Polynesian type luau under the stars.

After a Friday breakfast sponsored by The Jewish *Floridian*, delegates from the 11 regions of Sigma Delta Chi will convene in separate sessions to discuss progress and further implementation of the McKinsey plan, adopted at last year's convention. The establishment of a system of annual regional professional seminars will be one of the leading topics for consideration.



Convention Chairman

Stuart G. Newman, president of Stuart Newman Associates of Miami Beach, is the 1961 SDX convention chairman. He is a past president of Greater Miami professional chapter.

The Friday luncheon and subsequent panel will be followed by the annual Service of Remembrance honoring members of the Society who have died during the past year and a model initiation.

An outdoors fish fry sponsored by the Miami Beach *Sun* will precede attendance at the Orange Bowl football game between Miami and North Carolina.

The closing business session is scheduled Saturday morning, with the annual banquet climaxing the proceedings that night. The Board of Directors will meet from 9 a.m. to 1 p.m. Sunday.

TO BE VOTED ON by the Convention Saturday morning are proposals to amend the By-Laws to permit the establishment of professional chapters overseas, to change the designation of campus chapters from Undergraduate to Student in view of the large number of graduate students now being initiated into these groups, to modify the pledge that prospective student members now take indicating their decision to practice journalism as a life profession, and to permit the election by student delegates of their three representatives to the Board, who are now appointed.

Registrations at QUILL deadline were running well ahead of those made at the same time last year, indicating a banner attendance for the Florida meeting. ■



Here is where SDX members will swim and sun between business sessions of the convention. This is the pool deck and cabana area of the Fontainebleau Hotel. (Miami Beach News Bureau photo.)

sweet . . .

MIAMI BEACH, FLA.—Plenty of fun, sightseeing, and summery weather are being arranged here for the SDX national convention scheduled October 25-28.

An opening cocktail party will be given on Wednesday and other social events are scheduled daily.

Delegates will be guests at lunch Thursday and Friday of the Miami *Herald* and Miami *News*. Breakfast Friday is sponsored by The Jewish *Floridian* and a fish fry late Friday afternoon by the Miami Beach *Sun*. Another feature will be a luau Thursday evening.

Delegates will be given tickets to the University of Miami-University of North Carolina football game when they register. The game is Friday night, under the lights at the Orange Bowl.

The closing banquet will be held Saturday night instead of Friday evening as in some previous years.

Visitors will find Miami Beach delightful in late October with days normally warm and sunny and evenings seldom chilly enough for light wraps. The football game, for example, will be noteworthy by the absence of blankets and overcoats.

In Miami Beach, spacious and comfortable convention facilities are assured as well as conveniently close swimming, golf, fishing, and tennis.

Headquarters hotel, the Fontainebleau, is the largest and one of the most elaborate in a city that normally is host to some 200 conventions and 2,000,000 visitors every year. The hotel has a swimming pool and cabana club overlooking the blue waters of the Atlantic, dining room and coffee shop and a number of individual stores and shops that will fill most needs.

Golf is not more than a five-minute drive from hotel to the municipal Bayshore course where many of the top Florida tournaments have been held over the years.

Bayshore's fairways, like many of the city's streets, are bordered by palms, beds of blooming flowers, colorful hibiscus, and other tropical plantings. Probably the best example of landscaping is to be seen in Miami Beach's principal shopping area, the Lincoln mall, which actually is an eight-block-long patio for pedestrians and has attracted great interest among city planners throughout the country.

Delegates probably will have the opportunity to visit many of the area's attractions on a convention tour, but may find it well worthwhile to stay over a few days for more extensive sightseeing. Greyhound racing will be under way nightly in Miami, although the horse racing season here does not open until late November. Hialeah Park, oldest of the thoroughbred tracks, welcomes sightseers to its landscaped grounds and to see its colony of flamingoes.

Visitors who have the time and enjoy the sport should take advantage of the opportunity to try fishing in Miami Beach's waters.

Baby sailfish begin making their appearance in late October, and these are the most highly prized of this great game fish. Trim, comfortable charter boats complete with crew and tackle may be reserved for a half-day or more.

If convention business, sightseeing, shopping, golf, and tennis leave any extra time, delegates will find a choice of night clubs for an evening of fun.

for the ladies . . .

Thursday, October 26

Al Fresco luncheon at the beautiful Fairchild Tropical Gardens.

Friday, October 27

Sightseeing boat ride and luncheon at the Roney Plaza Gardens.

Saturday, October 28

Time for shopping.

Miami-Miami Beach Area

Hub of far-flung news field

THE FLORIDA PENINSULA sticks a long nose for news down Latin America way, cradles the site of America's largest rocket testing complex, and is a favored locale for presidents on vacation.

As a result, Miami-Miami Beach are great news towns. Although no one has ever made a survey to verify it, the suspicion is among the wire bureau chiefs here that more stories carry a Miami or Miami Beach dateline than any other in the United States with the exceptions of New York and Washington.

Covering the fertile and far-flung news field are three local newspapers, three television stations plus one educational station, 14 radio outlets, *Associated Press* and *United Press International* bureaus plus numerous correspondents representing both American and foreign press associations and publications.

Southward less than 200 air miles is Cuba, and beyond that troubled land Haiti, the Dominican Republic, and Puerto Rico. All, news-wise, are in Miami's backyard. President Kennedy has a winter home in Palm Beach, 60 miles north, and 150 more miles northward is Cape Canaveral. These, too, are on local beats.

Let there be an earthquake or a revolution south of the border, a satellite shot or a presidential vacation, all of which seem to happen frequently, and the lines to Miami start humming. Reporters and photographers grab plane or automobile and are on their way. By now they all are old hands with an expense account and an indefinite existence out of a suitcase.

The Miami *Herald*, circulation circa 340,000, likes to think of itself as the mother hen of all South Florida and the Caribbean. In addition to its local and state editions, the *Herald* is delivered as far away as Santiago, Chile, on publication day. In English with one to two pages in Spanish, the *Herald* has 2,000 daily home delivery in San Juan and 600 in Jamaica.

Herald staffers, numbering about 165, are looking forward to moving into a new, Biscayne bayfront building in a year or so. This modern, attractive plant costing upward of $10,000,000, now is under construction and its press room may be in operation before the winter is over to relieve pressure on present press facilities.

The Miami *News* dominates the afternoon field from its spacious riverfront building completed in 1957. With its editorial staff of 125 the *News* concentrates its efforts primarily on the Greater Miami and adjacent areas, but competes with staff coverage on the big stories in such outlying districts as Caracas or Panama City.

Both the *Herald*, owned by the Knight group, and the *News*, a Cox newspaper, long have used ROP color and both have Pulitzer prizes among their wall trophies.

The Miami Beach *Sun* is published by the Stohrer interests, better known in the broadcasting than the publishing field. The *Sun* confines its efforts largely to Miami Beach and county news affecting Miami Beach and goes heavily on the columnists, knowing many local residents lived not so long ago in the New York area.

Current happenings dominating the news picture for Greater Miami writers and photographers are the planned enlargement of facilities at "The Cape" for bigger birds and the storm clouds over Latin America.

Cuba, newswise, has been a part of Miami since Castro broke out of the hills of Oriente. Exiles landing here in everything from rowboats to airplanes are routine stories. But it is from them the United States press gets most of its firsthand information. Cuba is closed tightly to Miami reporters.

Even were Miami-Miami Beach not at the crossroads of the Americas and within sight of the Atlases flying down the missile range, this population center of 1,000,000 swelled by twice that number of tourists every year would be an important news city.

Sigma Delta Chi is well represented here.

Many are Greater Miami news people who will be hosts for the upcoming SDX convention and whom delegates will meet in Miami Beach. Unless of course, something happens at Canaveral, in Cuba, Brazil or Peru. ■

News media stalwarts map convention plans

Top brass of Miami's major news media, four men who have served as president of the Greater Miami professional chapter, and other chapter stalwarts are in the final phase of planning for Sigma Delta Chi's October 25-28 annual convention at the Fontainebleau Hotel, Miami Beach.

Determined to make this gathering of professional and undergraduate delegates even more memorable than the 1950 convention at Miami Beach, 17 local chapter committee chairmen and Mrs. Fred Sherman, wife of Chapter Secretary Fred Sherman, are tending to the myriad details necessary to a successful program plus fun in the sun.

Heading the convention committee as general chairman is Stuart Newman, a former newsman who now heads his own public relations firm. Newman served as president in the early years of the Greater Miami chapter and was active during the highly successful '50 convention planning.

Miami *News* Editor Bill Baggs has his sights trained on the top echelon

of government for his convention program. George Beebe, managing editor of the Miami *Herald*, heads the reception committee which has little difficulty assuring delegates the hearty welcome Miami Beach affords thousands of visitors annually.

Ralph Renick, vice president of news for Television Station *WTVJ*, has responsibility for special events, with plenty of plans to intrigue those attending after the business sessions have adjourned. Renick has served as the Greater Miami chapter SDX president.

A new publication committee headed by Hialeah Race Course "pubrel" director, Everett Clay, has been hard at work on an elaborate souvenir program —an important fund-raising effort in this year's event.

Also from the public relations field is Phil DeBerard, a chapter past-president, who handles PR in South Florida for the Southern Bell Telephone Company when he isn't busy with attendance and registration committee details for the big weekend in October.

Miami Newsmen Herb Rau, amusements editor, and Jack Kassewitz, Sunday editor, head the special gifts and advisory committees respectively. Kassewitz is immediate past president of the host professional chapter.

Tony Garnet, this year's professional chapter president, is handling chapter coordination, with V. M. Newton, national past president and managing editor of the Tampa *Tribune* in the role of coordinator for state members of SDX. He serves with Mike Morgan, *Herald* bureau chief in Broward County, who leads the new chapter in that area.

THE ALL IMPORTANT finance committee has Parks Rusk, publisher of the Miami *Beach Sun* at the helm. One of the best known public relations men in the U. S., Hank Meyer, who heads his own Miami public relations firm, is the publicity and press committee chairman.

From the University of Miami is Wilson Hicks, renowned former *Life Magazine* picture editor, now director of student publications, handling coordination with the undergraduates. Prize-winning photographer Bob East of the Miami *Herald* heads the photography committee. James Russell, financial editor of the Miami *Herald*, is the key man for a business luncheon arranged in conjunction with the convention.

Social activities will find George Cooper, a leading area citizen, on hand as hospitality and entertainment chairman. Eleanor Sherman, wife of the *Herald's* real estate editor, is volunteer chairman of the women's committee.

WELCOME TO SIGMA DELTA CHI'S
ANNUAL CONVENTION
October 25th to 28th

MIAMI BEACH



Miami Beach salutes you in the communications field who have so accurately brought the fascinating Miami Beach story to millions for the past 46 years.

Without you, we never could have become the Vacation Capital of the World.

We thank you and hope we may continue to merit your interest.

EVERYBODY LOVES MIAMI BEACH...
PLAYGROUND OF THE WORLD!

In Miami

Something to see from the sea

MIAMI'S GREATEST GIFT from the sea awaiting Sigma Delta Chi Conventioners is the Miami Seaquarium, world's largest land home for sea creatures. On 55-acres of what was once a sand-bar the splendid marine exhibition stands, completed in 1955.

The three-story main tank is 80 feet in diameter, 16 feet deep, and contains 550,000 gallons of filtered water. It provides 150 show windows on the life of the larger marine creatures. Here sawfish, sting rays, nurse sharks, giant turtles, huge sea grouper, sinister moray eels, and (most beloved of all) a pack of playful porpoises room together.

In the adjacent three-story reef tank, thousands of jeweled smaller fish of the coral reefs flip through the translucent water in a shimmer of color.

Vivid and fascinating are the selected small sea creatures, such as octopuses, sea horses, and silvery Lookdowns, that live in the 26 corridor tanks.

Beyond the main exhibition lies the shark channel, through which voracious monsters of the feared shark family cruise. Regular feeding of the sharks throughout the day demonstrates how these ferocious lemon and tiger sharks can tear and rend their prey.

NEWEST ADDITION to the great marine exhibition is the geodesic dome that arches above the sea show arena. Created by R. Buckminster Fuller for Kaiser Aluminum and Chemical Sales Company, it gave Miami a new and handsome landmark when it went up last year. The gold anodized dome is visible for miles from the sea and air. Lightest roof ever devised by man, it shelters the crowds that watch porpoises and sea lions stage a superb sea circus.

Here Corky and Sparkle, porpoises renowned for their intelligence, and athletic prowess, play basketball and leap through hoops, and musical sea lions render "How Dry I Am" and other tunes. They are trained by Adolf Frohn, the world's pre-eminent professor of porpoises.

THE CROWDS THAT visit the Seaquarium enjoy five shows daily, under the Golden Aquadome. These alternate with daily feedings of the creatures in the main tank. Spectacular are the leaps of the porpoises for the mullet that trainer Jimmie Kline proffers, with the record leap of 20 feet in the air being held by high jumper Pedro.

Exotically beautiful pink flamingoes and green iguanas straight out of dragon myths live among the Lost Islands. Here the weird land-building mangrove trees were preserved, and other colorful tropical planting provided.



Pedro, the Miami Seaquarium's high-jumping porpoise, leaps 20 feet in the air to grab a fish tidbit from the hand of feeder Jimmy Kline.

One of the newest additions to the Seaquarium is the Queen Trigger Fish pool. It is filled with the Trigger Fish, that look like paintings on china, and are among the most beautiful creatures of tropic reefs. They are also among the most voracious. If they were the size of sharks, they would be among the most fearsome creatures of the sea, for a pack of Trigger Fish will almost instantly reduce to bone any living creature that falls among them. Now the public can feed these "marine piranhas."

TODAY, 10,000 sea creatures, the largest collection on land in the world, make their home here. They are the charges of Captain William B. Gray, Seaquarium director of collections and exhibits, one of the world's top fishermen. He is a Frank Buck of the open ocean, and has been bringing 'em back alive from the deep blue sea for almost 50 years. His autobiography, *Creatures of the Sea,* was published by Wilson Funk, Inc., in October. ■

City of Playgrounds

Within the municipal boundaries of Miami Beach are two 18-hole municipal golf courses, eight oceanfront parks with bathing beaches, two municipal tennis centers, and numerous playgrounds. These recreational facilities serve a city of 372 hotels and 2,600 apartment buildings.



Welcome to Greater Miami

busy people . . . 1961 CONVENTION COMMITTEE

General Chairman
STUART G. NEWMAN
President
Stuart Newman Associates

Program Committee
WILLIAM C. BAGGS
Editor
The Miami News

Reception Committee
GEORGE BEEBE
Managing Editor
The Miami Herald

Special Events Committee
RALPH RENICK
Vice President/News
WTVJ

Publication Committee
EVERTT A. CLAY
Public Relations Director
Hialeah Race Course

Special Gifts Committee
HERB RAU
Travel Editor
The Miami News

Attendance & Registration
PHILIP DeBERARD
Public Relations Manager
Southern Bell Telephone Co.

Finance Committee
PARKS RUSK
Publisher
Miami Beach Sun

Publicity & Press Committee
HANK MEYER
President
Hank Meyer Associates

Photography Committee
ROBERT EAST
Staff Photographer
The Miami Herald

Hospitality & Entertainment
GEORGE COOPER

Undergraduate Co-ordination
WILSON HICKS
Director of Publications
University of Miami

Women's Committee
MRS. FREDERIC SHERMAN

State Members Co-ordination
MIKE MORGAN
Broward Bureau Chief
The Miami Herald

State Members Co-ordination
V. M. NEWTON
Managing Editor
Tampa Tribune

Advisory Committee
JACK KASSEWITZ
Sunday Editor
The Miami News

Chapter Co-ordination
TONY GARNET
President
Greater Miami
Professional Chapter

Business/Finance Luncheon
JAMES RUSSELL
Business Editor
The Miami Herald

P.S. to Sigma Delta Chi

Miami Beach is gourmets' delight

BRIOCHE, BREADSTICKS, or New England biscuits, you can eat your way around the world at Miami Beach with a minimum of trouble and no passports involved.

You want a gourmet meal from Paris, it's here; shish-kebab from the Near East, that's here too; won ton soup from China, authentic Italian antipasto, or the last word in Polynesian delicacies.

You also can indulge in as good a steak as ever came east from Kansas City, corned beef and cabbage, a la Dinty Moore, Lake Superior white fish, the stone crab claws from these sub-tropical waters, Maine lobster, Danish lobster tails, South African crayfish, or Florida crawfish—you name it, Miami Beach has it at a variety of restaurants but a brief walk or a brief cab-ride from Hotel Row.

Four restaurants which Sigma Delta Chi visitors might prefer because of the excellent food which they serve at all hours of the day and night Wolfies, Juniors, and Pumperniks (on Collins Avenue) and Maisels with branches on Biscayne Boulevard and also far north on Collins Avenue.

Let's list just a few of the restaurants as they appear in the local Michelin guide of where and what to eat:

There's d'Andreas (Chase Avenue), Gatti's (West Avenue) for fine Italian foods, Asti's (Italian) and Le Parisien with meals from La Belle France next door to each other on Arthur Godfrey Road (41st Street) and a "quickie" from the SDX headquarters in the Fontainebleau hotel. Foo Manchu at 71st Street, and Won's (Washington Avenue) specialize in Chinese food.

JOE'S STONE CRABS, Biscayne Street at the southern tip of the city, is the oldest restaurant at Miami Beach, also one of the more famous. But Joe does not only serve stone crabs. He'll put on a steak too. That's the specialty of Chandler's of New York (21st Street at Collins Avenue), and the Embers a block away, although they are more noted for their Dakota Bird. Post and Paddock north of the city at Bay Harbor Island, also specializes in steaks in a tack-room atmosphere.

In the same area, there's the Lighthouse, smack on the Atlantic Ocean and properly celebrated for the freshest in fish, both served to the guest and swimming around in decorative tanks.

Cairo, at Alton Road, has all the grapeleaf variations of Greek, Syrian, Armenian and the other Near East countries. Luau, on the 79th Street Causeway, serves pretty and potent pineapple drinks to go with the best Polynesian dishes in a glamorous South Seas setting.

Famous Restaurant, another on Washington Avenue, specializes in Jewish-American food.

Then there are the hotel dining rooms. Miami Beach hotels win catering prizes every year and take pride in elegant presentation of fine foods. Cherries Jubilee, Baked Alaska, Omelette surprise, and the other spectacular "flame" dishes are to be obtained nightly in hotel restaurants here, just as they are at Maxim's, Maurice's, and other distinctive bistros.

But you can eat plain too, at Miami Beach. Cafeterias, coffee shops, and quick lunch counters are all at hand. The 50-cent breakfast and the reasonably-priced dinners are just as accessible here as in any other metropolitan city.

Only "extra" here is the bonus of sub-tropical sea food and fruits which, somehow always find their way onto Miami Beach menus. Visitors will find "good eating," "bon appetit," the rule, rather than the exception here. ■

The Fabled Fontainebleau . . .

Few hotels have become so much of a legend in their own time as the Fontainebleau, scene of the Sigma Delta Chi convention.

And except for a few stories about it, such as solid gold plumbing fixtures and having to tip a bellhop a quarter to pick up the dime you dropped in the lobby, most of the legend is true.

Few people spell its name correctly and fewer still pronounce it right (Fountain-blew is the most common miscarriage, and there are those who believe its name derives from the fountains that "blow" on the property).

With more than 1,000 rooms, the Fontainebleau is the world's largest resort hotel. It should also go without saying at this point that it is the most expensive, having cost some $33,000,000 to build.

All this only begins to explain the fantastic image the Fontainebleau has acquired. Like most fabled hotels, it is a symbol of its time and place. And to be a 20th century symbol of Miami Beach—a city of some 400 hotels, most of which would stop traffic anywhere else—takes some doing.

The Fontainebleau, named after a famed palace outside of Paris, was built in 1954. It was the year Miami Beach's incredible hotel boom reached a peak never known before or since. There is reason to believe that it crowned its era because competitors despaired of ever surpassing its lavishness.

Its unique curved main wing stirred architectural circles. So did the complete absence of the hotel's name from its facade. Its replica of the palace's gardens, its vast lobbies dripping with marble walls, silk draperies, statuary and ornate furniture ranging from Louis XIV and Renaissance to modern, started controversies about taste that are still going on.



Minneapolis Star Photo by Mary Morgan Hewett

What makes a newspaper great?



ROBERT HEWETT

". . . We are overlooking one of our greatest assets—the energy, enthusiasm and good will of American youth."

With those words began a remarkable story of the power of American newspapers. Printed January 12, 1960, on the Minneapolis Star opinion pages, they rang the opening note of a two-part article by Robert Hewett, foreign correspondent for the Minneapolis Star and Tribune. Bob was concerned about the search for a bold, imaginative, distinctly *American* approach to helping the world's backward countries.

Response was immediate, loud and strong—from educators, private citizens, college students and, most important, politicians. Approval came from Congressman Walter Judd and Senator Hubert Humphrey of Minnesota, and a startling proposal for an American Youth Peace Corps was put forth by the then-campaigning John F. Kennedy. As President, Mr. Kennedy issued an executive order—and an idea of a working American newspaperman became an American institution.

As a result of this outstanding article, Hewett received the 1961 Overseas Press Club of America award for the "best interpretation of foreign affairs, daily newspaper or wire service."

Graham Hovey, another Star and Tribune foreign correspondent, won the similar 1959 award, for United Nations coverage.

Understanding, imagination and compassion like this—beyond fulfilling the duty of reporting the news—are qualities which have earned for the Minneapolis Star and the Minneapolis Tribune the largest audience of regular readers in the Upper Midwest.

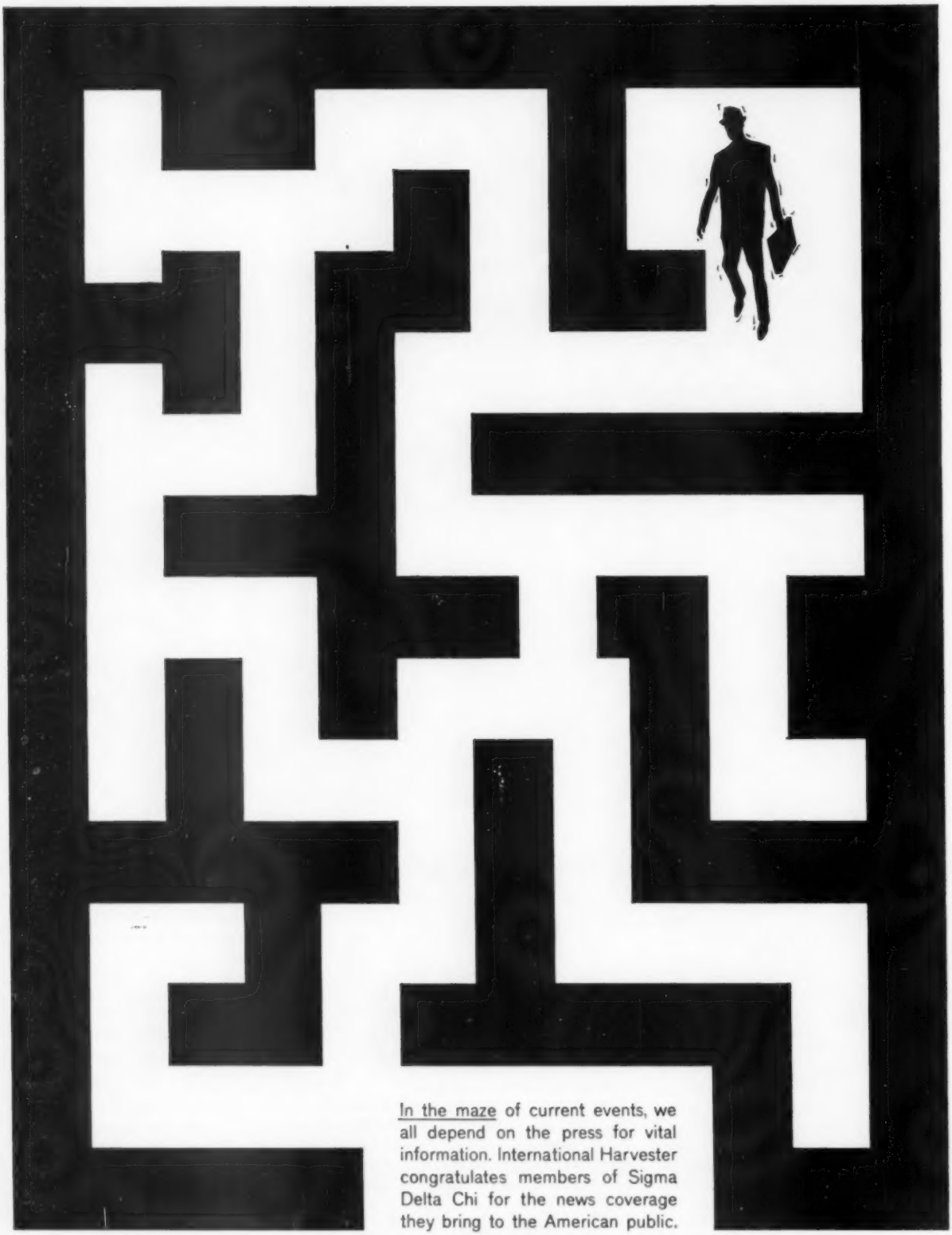
MINNEAPOLIS STAR
EVENING

Minneapolis Tribune
MORNING & SUNDAY

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JOHN COWLES, *President*

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Do You Know...

how much trading stamps contribute to America's economy?

(Take this 30-second quiz and see!)

1. How many dollars worth of merchandise was received by stamp savers last year?



(a) $500,000 (b) $650,000,000 (c) $1 billion

2. How much did trading stamps contribute in Federal, State and Local taxes in 1960?



(a) $100,000,000 (b) $57,000,000 (c) $10,000,000

3. How many Americans depend on trading stamps—either directly or indirectly—for their wages?



(a) 110,000 (b) 32,000 (c) 7,500

4. What is the total amount these wage earners received last year?



(a) $3,500,000 (b) $112,000,000 (c) $525,000,000

Answers: (1) b; (2) a; (3) a; (4) c.

And did you know that over $30,000,000 was spent on trading stamp advertising last year?

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SIGMA DELTA CHI NEWS

First Regional Convention Set for San Luis Obispo

The first regional Sigma Delta Chi conference implementing the McKinsey plan to coordinate chapter activities more closely and to provide professional sustenance and fellowship for non-chapter-affiliated members as well is scheduled for October 21-22 at San Luis Obispo, Calif.

In the first direct mail activity of its scope, letters of invitation are being mailed to all members in California, Nevada, Arizona, and Hawaii, which comprise Region 11. Further invitations are being extended through this QUILL story and membership mailings by the nine Professional and eight Undergraduate chapters in the region.

"I urge all members to attend in order that they might learn about the progress of the 'new' Sigma Delta Chi and by their participation in this regional meeting strengthen its structure and add to its stature," RAY SPANGLER, publisher of the Redwood City (Calif.) *Tribune* and Region 11 director, said.

The Headquarters office is cooperating closely in the undertaking, and Executive Officer WARREN K. AGEE will be on hand to speak on the subject, "Sigma Delta Chi —Professionalism and the Future" and to observe the functioning of the pilot project. It is the Society's goal to hold such meetings annually in each of the 11 regions.

"We hope that our chapters will work more closely together in each area as a result," Agee said, "and that members who live too far away to affiliate with the Professional chapters will have another important means of contact with the Society in its professional deliberations and its fellowship."

Saturday, October 21, will be a work day, starting with a morning program on the California State Polytechnic College campus aimed primarily at the undergraduate.

HENRY RIEGER has lined up two panels: "Job Opportunities for the Graduate" with JOHN DUNLAP, JOHN MCCOY, DR. WALTER WILCOX, and R. T. KINGMAN as participants; and "A Model Student-Professional Chapter Relationship" with CLIFF DEKTAR, American Broadcasting Company; JOHN MOON, managing editor of South Bay *Daily Breeze;* CHARLES KATZMAN, Santa Monica *Outlook;* JACK STARR, UCLA student chapter; and KEN INOYE, president of USC student chapter, as panelists.

Paul Veblen, managing editor of the Santa Barbara *News Press*, will be the noon luncheon speaker on, "The John Birch Society: One City's Experience."

The afternoon session will be devoted to seminars aimed at professional problems and a tour of the campus, including the campus print shop.

A reception will be held at the Motel Inn for DR. AGEE, who will speak at the dinner, an outdoor barbecue on the college campus.

Sunday, October 22, will be a fun day. There will be no sessions except a breakfast, at which those attending will be guests of the San Luis Obispo *Telegram-Tribune*. Special tours are planned for those who wish to go to the Hearst Castle or the Vandenberg Air Force Base.

Registration fee will be $6, including the price of the luncheon and dinner on Saturday. There is a $3 fee for those wishing to visit Hearst Castle. Women are welcome at all sessions and the same registration fee will apply as for the men.

Motel Inn will be meeting headquarters. Rates are $5 per person except for those who may wish double rooms with connecting bath at $3.50.

Los Angeles Professional Chapter plans to give each of its undergraduate delegates $10 to defray expenses and will also help with car pool transportation to San Luis Obispo. Other professional chapters have been invited to give the same type of cooperation.

Committees in charge are:

Program—RICHARD LAMB, Northern California Professional Chapter.

Finance—VINCENT GATES, California Polytechnic.

Reservations and Registrations—ROBERT W. GOODELL, president of the San Luis Obispo *Telegram-Tribune*.

Undergraduate Participation—HENRY RIEGER, Los Angeles Professional Chapter.

Publicity—CLYDE HOFSTETTER, California Polytechnic.

Reception—JOE QUINN, Los Angeles Professional Chapter.

The Professional chapters involved are those of Hawaii, Las Vegas, Los Angeles, Nevada, Northern California, Orange Coast, San Diego, San Joaquin Valley, and Valley of the Sun.

The Undergraduate chapters to participate are those at Arizona State, California, UCLA, Nevada, San Diego State, San Jose State, Southern California, and Stanford.

OFFICERS

President:
E. W. Scripps II

Executive Officer:
Warren K. Agee

First Vice President:
Buren McCormack

Vice President for Undergraduate Affairs:
Floyd Arpan

Secretary:
Walter Burroughs

Treasurer:
Theodore F. Koop

Honorary President:
James Copley

Pittsburgh Chapter Hears SDX President At Dinner Meeting

E. W. SCRIPPS II, president of Sigma Delta Chi, addressed the Pittsburgh professional chapter at a dinner meeting September 21 at the new Press Club headquarters in Pittsburgh.

The session, planned by Program Chairman BILL MCDOWELL, kicked off the new year with ROBERT J. CASEY at the helm.

Casey and the executive board have planned a long-range program calling for interesting speakers, an occasional humorist, workshop sessions, and controversial issue question and answer periods.

Meetings are held the third Thursday of each month.

Membership Chairman PAUL HOUCK and his aides, LEN KOLASINSKI, BILL DEIBLER and JAMES LYON are planning a full-scale campaign to swell the roster to the greatest number ever.

Recent appointments to the new executive committee are: KENNETH ESKEY, past president; WILLIAM P. MCDOWELL, program chairman; JACK SIMON, QUILL correspondent; MIKE PETERSON, Golden Quill Awards Dinner; GEORGE THOMAS, publicity; TONY CORTESE, Topics editor; HUGH NEWTON, convention; and LOU CORSETTI, activities chairman.

Plane Crash Kills SDX Member

The UCLA student chapter of Sigma Delta Chi reports with deep regret the death of ROBERT (BOB) SIEGEL, a member of their chapter.

Siegel was one of two UCLA students killed in the tragic crash of the TWA constellation in Chicago September 2.

Twenty-two years of age, Siegel was a senior majoring in political science. He was to have served his senior year as editorial editor of the UCLA *Daily Bruin*, the school's student newspaper.

He resided in West Los Angeles with his mother, Mrs. Margaret Siegel. His father, Norman, a former editor of *Photoplay* Magazine and a veteran newspaperman from the Cleveland area, was killed earlier this year in a fall from a building in Hollywood, Calif.

Bob was an honor student and very active in campus life. His ingenuity had earned him interviews with Atty. Gen. Robert Kennedy and Vice-President Richard Nixon while working for radio station KPFK (Los Angeles) in 1959-60.

Nevens Promotes Scholarship Fund

JOE NEVENS (USC '58) is executive director of the "Caryl Chessman Memorial Scholarship Fund for Creative Citizenship," initiated in California and Nevada high schools and colleges.

A primary source of income for the fund is the money received from the record album, "The Legacy of Caryl Chessman," an integral part of which is a taped interview with the executed convict who spent 12 years on San Quentin's Death Row. Nevens made the recording while a journalism senior on the *Daily Trojan* at USC.

Applicants must submit essays, either pro or con, on such topics as "Caryl Chessman," "The Grand Jury System," "The Courts," "Newspapers" (in general, or press coverage of the Chessman case in particular), and "The Bill of Rights."

Dean Schoelkopf Wins Berkson Grant

DEAN SCHOELKOPF, Minneapolis *Tribune* assistant city editor and SDX member, will spend six months on the staff of the London bureau of UPI as winner of the first annual Seymour Berkson Foreign Assignment grant.

Schoelkopf, son of HAROLD SCHOELKOPF, editor of the St. Cloud (Minn.) *Times*, submitted articles concerning a trip to the Far East he made in the spring of 1960.

Gets Honorary Degree

JOHN COWLES, president of the Minneapolis *Star* and *Tribune*, received an honorary doctor of laws degree from Carleton College, Northfield, Minn. He also delivered the commencement address at Gustavus Adolphus College, St. Peter, Minn.

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Bill Cox, Topeka
George Grader, Chicago
Frank Grossman, San Francisco
Pat Hill, Albuquerque
Hank O'Leary, Los Angeles
Gil Sweet, Chicago

Santa Fe

Purely Personal About SDX Members . . .

N. B. (BEACHY) MUSSELMAN (Okla. Prof.), editor-manager of the Shawnee (Okla.) *News Star*, has been appointed to the Oklahoma State Board of Regents for Higher Education. He was elected president of the Oklahoma Press Association last June.

Two SDX members are included in the 1961-62 slate of officers of the Texas AP Broadcasters Association. They are JOHN WILSON of KONO-radio in San Antonio, second vice president; and BRUCE NEAL KXOL-radio, Fort Worth, secretary-treasurer.

BLAIR JUSTICE, immediate past president of the Fort Worth (Tex.) chapter of SDX, is teaching Texas' first science writing course this fall at North Texas State University. This winner of 22 journalism awards is continuing at the Fort Worth *Star-Telegram* as science writer.

B. KENDALL CRANE (Pittsburgh Prof.), director of radio and television of Duquesne University, has been appointed to the state advisory committee on educational television of the Pennsylvania state department of public instruction.

JOSEPH D. SHATTO (Pittsburgh Prof.) has retired as associate editor of the Sharon (Pa.) *Herald* after a 40-year career with that newspaper.

LOUIS ALEXANDER, free-lance writer and journalism instructor, was granted his master's degree in journalism by the University of Houston at the end-of-summer ceremonies. During the summer he worked at the copy desk of the Buffalo (N. Y.) *Evening News*, under the A.C.E.J. program of "refresher" jobs for college instructors.

NATHAN B. BLUMBERG, dean of the Montana State University School of Journalism, served as an adviser for the Department of State in Thailand for two months during the summer.

CLARENCE W. MOODY (Drake Prof.), retired editor-publisher of the Burlington (Iowa) *Hawk-Eye*, now spends much of his time doing civic work of one character or another. He was recently chairman of a Burlington Chamber of Commerce committee which raised $103,000 for further promotion and development of the city's industrial areas.

DONALD F. SORENSEN, director of press relations and publications for Occidental Life Insurance Company of California, has been appointed to the public relations committee of the Los Angeles Chamber of Commerce.



N. B. Musselman



Larry G. Foster

LARRY FOSTER, member of the New York and New Jersey professional chapters, has been elected to the board of directors of the New Jersey Press Association and is chairman of the associate membership committee. He is currently directing the corporate public relations department of Johnson & Johnson.

WALTER N. VERNON (SMU '31) has been commissioned to write a history of the North Texas Conference of The Methodist Church, to be published in the centennial year, 1967.

Highest Honors of Moose Accorded Member of SDX

JAMES M. RAWLINGS (N.U. '51) received the highest honors of the Moose Lodge in a Pilgrim robing ceremony September 9 in Kewanee, Ill. A former city editor of the Kewanee *Star-Courier*, Rawlings is now director of public relations for the Moose fraternity and associate editor of the Moose magazine. His home is in Batavia, Ill.

New Professional Members of SDX:

DISTRICT OF COLUMBIA—Peter Lisagor, Washington Bureau Chief of the Chicago *Daily News*, and Thomas B. Ross, Chicago *Sun-Times* Washington Bureau.

CALIFORNIA—W. Worth Bernard, Orange County *Industrial News*, Santa Ana; Robert F. Geivet, Long Beach *Independent* and *Press Telegram;* Darrell E. Maddox, Orange *Daily News;* Donald W. Shaffer, Anaheim *Evening Bulletin;* and Clennell C. Wilkinson, Santa Ana *Register*.

COLORADO—Henry T. Leppard, Brighton *Blade*.

GEORGIA—Thomas F. Coffey, Savannah *Evening Press;* Robert L. Noble III, *WTOC Radio-TV*, Savannah, and Henry H. Schulte, Jr., Savannah *News-Press*.

OHIO—Glenn W. Dietrich, *Steel* Magazine; Eugene Hersh, East Cleveland *Leader;* Robert B. McKnight, Paul J. Mooney and William A. Rice, Cleveland *Press;* Fred P. Mollenkopf and Karl J. Rasuchkolb, Cleveland *Plain Dealer;* and Theodore E. Virostko, *UPI*.

David O. Banks, Fostoria *Review-Times;* William A. Brower, Robert S. Clapp, Lester F. Heins, Herbert M. Knowlton and Kenneth E. Rieger, Toledo *Blade;* and Edward L. Ways, Toledo *Times*.

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Alabaman Receives SDX $500 Scholarship



Richard Winston Boone (third from left) is congratulated upon being the first recipient of Sigma Delta Chi's first annual $500 journalism scholarship by Clinton R. Milstead, president of the Alabama professional chapter. Mr. Boone is a junior at the University of Alabama. Waiting their turn to congratulate the winner are SDX members E. L. Holland, Jr., editorial page editor of The Birmingham News, and Davenport Smith, news director of Radio Station WBRC.

Dates to Remember

1961

October 11-14—National Editorial Association, Pick-Congress, Chicago.

October 14-15—Illinois AP Editors Association, Chicago.

October 15-17—Inland Daily Press Association, Drake Hotel, Chicago.

October 25-28—Sigma Delta Chi annual convention, Miami Beach, Fla.

November 15-17—AP Managing Editors Association, Dallas, Tex.

1962

April 18-20—American Society of Newspaper Editors, New Orleans.

April 28-29—Texas Association, Sigma Delta Chi, Lubbock.

May—Sigma Delta Chi Annual Awards Banquet, Detroit.

June 20-23—National Editorial Association, Hershey, Pa.; also St. Louis, November 14-17.

SDX Co-Sponsor Of Business News Norfolk Seminar

NORFOLK, Va. An across-the-Continent view of newspaper presentation of business, economic and financial news will be taken here on October 1, 2 and 3.

Fifty or more business and financial writers and editors will attend the Business News Seminar, the first major undertaking of the kind under co-sponsorship of Sigma Delta Chi professional members. The seminar is co-sponsored by the Richmond SDX chapter and the new one forming in Norfolk and Tidewater, Virginia, and the Institute of Business Management of the Norfolk College of William and Mary.

With participants coming from as far away as Denver, San Diego, Kansas City, Louisville, Chicago, Detroit, Providence, Hartford, Ottawa, Canada, New York, Birmingham, Cincinnati and a heavy attendance from the Middle and South Atlantic states, great emphasis will be placed on exchange of ideas, discussion of mutual problems, critiques, etc.

Among the headliners will be Vermont Royster, editor of the *Wall Street Journal;* Dr. George Gallup, director of the American Institute of Public Opinion; Carl J. Nelson, of the Research organization bearing his name; Clark Mollenhoff, prize-winning reporter of the Cowles Publications; Steve Marks, editor with Fairchild Publications, and others.

R. K. T. (Kit) Larson, of *The Virginian-Pilot* and Norfolk *Ledger-Star,* Region II director of SDX, is director of the seminar. He will take registrations up to the last minute.

Promoted

GEORGE A. GRUBB, Champaign, Ill. recently was promoted to first lieutenant at Bergstrom Air Force Base, Texas, where he is a member of a Nike-Hercules unit.



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Sigma Delta Chi Men on the Move . . .



John Rose



R. S. Johanson



John R. Morris



Donald Krimel



Jim Reed



Buzz Miller

JOHN S. ROSE (Los Angeles Prof.), newspaper and public relations man, has been appointed executive director of the Ventura County (California) Economic Development Association.

JIM REED, director of press relations and editor of the *A.M.A. News* for the American Medical Association, has moved up to directorship of the Communications Division. He is responsible for supervising and coordinating the A.M.A.'s overall communications to the medical profession, general public, and communications media.

DANIEL J. CARUSO, former city editor of the Long Branch (N. J.) *Daily Record*, is now assistant suburban editor of the Plainfield (N. J.) *Courier-News*.

Six of the seven June graduates of the Syracuse University SDX chapter have accepted posts in news work and the seventh is heading for graduate school before entering the profession. Three are with newspapers. JOHN J. OMICINSKI is continuing on the staff of the Syracuse *Herald-Journal*, where he has worked part-time while in college. JAMES M. GOLDBERG has returned to the Washington *Daily News*, where he has worked several summers. GORDON P. ALLEN has joined the staff of the St. Petersburg (Fla.) *Times*. ANDREW JOKELSON and SIDNEY HURLBURT are with the AP, Jokelson in Buffalo, N. Y. and Hurlburt in Atlanta, Ga. WALTER F. OSSENFORT is continuing on the staff of WHEN-TV, Syracuse. J. ARTHUR HEISE is entering the Minnesota School of Journalism, seeking a master's degree.

JOHN S. SMITH (Dallas Prof. Chapter) has moved from the Sun Oil Company's Dallas office to its Philadelphia office.

DONALD D. SHOOK, chief photographer of the Lorain (Ohio) *Journal*, has been appointed assistant director of the news bureau at Kent State University.

GEORGE J. HOWICK (Cleveland Prof.) has been appointed managing editor of *Steel International*, a new magazine for overseas metalworking industries. It will be distributed monthly, starting in January, by the Penton Publishing Company, Cleveland. He was formerly an associate editor of *Steel*.

NORMAN J. PINARDI, Air Force information officer at Aiken, S. C., has joined the Florida Alcoholic Rehabilitation Program, as information officer.

WILLIAM G. WILCOX, treasurer of the Central Ohio SDX Chapter, has resigned his post with *Campus Publications*, Ohio State University, to join the U. S. Information Agency for overseas assignment.

NORMAN S. NADEL, theater critic for the Columbus (Ohio) *Citizen-Journal*, recently became theater critic for the New York *World-Telegram* and *Sun*.

WILLIAM A. DUNN has been named director of news and public affairs of KSL-TV and radio, Salt Lake City, Utah. He assumes this new post after 12 years with the Salt Lake *Deseret News* and *Telegram*, where he was assistant city editor. He is a director of the Utah Headliners SDX chapter.

FREDERICK H. TREESH (Pittsburgh Prof.) has been transferred from the Pittsburgh bureau to the overnight desk of *UPI* in New York City.

ROBERT S. JOHANSON, for seven years the director of public relations for the Flint (Mich.) and Milwaukee plants of the AC Spark Plug Division of General Motors, has been named director of public relations at Marquette University.

JOHN R. MORRIS, formerly manager of public information, has been appointed assistant to the vice president-marketing of Campbell Soup Company. A graduate of the University of Missouri '49, he was with the *AP* from 1949 to 1954 in Virginia and West Virginia.

CHARLES K. HENDERSON, SDX life member, started August 1 in his new position as director of public information at Westminster College, New Wilmington, Pa., after serving for five years as assistant director in similar duties at Denison University, Granville, Ohio.

EDWIN W. HULLINGER of Miami, Fla., has been named a visiting professor of journalism on the faculty of Boston University's School of Public Relations and Communications. As president and executive producer of Hullinger Productions, Inc., since 1945, he has produced motion pictures and television film series including Drew Pearson's "Washington Merry-Go-Round."

HOWARD SEEMANN, managing editor of the Rome (Italy) *Daily American*, the city's only English-language newspaper, has resigned his position to join Dino De Laurentiis Productions international publicity staff. First assignment for the University of Minnesota School of Journalism graduate is "Congo Vivo," starring Jean Seberg and to be filmed on location in the Congo.

Expansion and re-alignment of the staffs of three business magazines published by Beeler Publishing Corporation, San Francisco, has been announced by President RICHARD M. BEELER (N. Calif. Pro. '53). Both advertising and editorial staffs of each publication have been placed under the direction of a single individual, who will retain the title of editor. For *Western Feed & Seed* the choice is CHARLES L. MANNING (Marquette '53).

DR. DONALD W. KRIMEL (Ia. State Prof. '51) of Adelphia, Md., a member of the U. S. State Department's National UNESCO Commission, is now Professor of Public Relations at Boston University's School of Public Relations and Communications. At the University of Maryland he headed public relations curriculum in the Department of Journalism and Public Relations.

The San Francisco public relations firm of E. Buzz Miller & Company has been named the West Coast affiliate of The Public Relations Board, Inc. of Chicago. Miller & Company is located at 46 Kearny St., San Francisco. Miller is a graduate of Marquette, 1955, and headed the undergraduate SDX chapter there.

MICHAEL RADOCK, graduate of the Medill School of Journalism at Northwestern University, has been named director of university relations at the University of Michigan. Radock has been a member of the Ford Motor Company public relations staff for the past eight years and has had both newspaper and Journalism teaching experience.

JEAN PAUL KING, former M-G-M "News of the Day" commentator, has joined the news bureau of KFWB-Radio, Hollywood, Calif.

Charter Members of Columbia University Chapter



Pictured on charter night of the Columbia University Graduate School of Journalism chapter of SDX are (left to right): Front—Stephen D. MacDonald, president; Dwight Chapin; C. Mack Lundstrom, secretary-treasurer; John DeMott, and Charles Novitz, vice-president and liaison officer to the Deadline Club; Second Row—Glen Elsasser; Dean Edward W. Barrett; Professor John Hohenberg; Assistant Dean Robert O. Shipman, faculty adviser, and Professor J. Ben Lieberman.

Deadline Club Sub-Chapter Is Organized at Columbia

Sigma Delta Chi now has its 79th student chapter, the Columbia University Graduate School of Journalism affiliate.

This is the first chapter of its type, a sub-chapter of the Deadline Club, Professional Chapter, in New York City, as permitted in the SDX by-laws stating that "Professional chapters may foster and install, with the approval of the board of directors, special chapters as subdivisions of the professional chapters at nearby graduate schools of journalism having one or two-year courses, except that no special chapter may be established at a college or university already having a Sigma Delta Chi chapter."

Some of the plans of the Columbia Chapter include a reception for men of the new class, jointly sponsored by Columbia and the Deadline Club; and initation of new members some time in mid-winter.

Instrumental in organization were officers of the Deadline Club, Assistant Dean ROBERT O. SHIPMAN, chapter adviser; Columbia Dean EDWARD BARRETT and SDX Vice President BUREN MCCORMACK.

Personal Notes

ELLIS WALKER, former director of video and audio product news for Ampex Corp., has opened a new publicity and product information service at 61 Renato Court, Redwood City, Calif.

C. DALE MERICLE of Traverse City, Mich., has been named general manager of the recently reorganized Technical Book Division of Business News Publishing Company, Detroit.

PAUL A. LINGARD of Berwick, Me., has been named national and special projects editor in the Boston University News Bureau.

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Official Insignia
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Attleboro, Massachusetts

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TM-10-12

What do you know about newspapers

From Editor & Publisher, Sept. 2, 1961, Page 11:

McNAMARA MENDS FENCES WITH PRESS

In an exclusive interview, Secretary of Defense Robert S. McNamara confronts the aggressive Washington staff of E & P. Discussions range over the Secretary's press relations since taking office. Topics include McNamara's views on the missile program, the rhubarb over the Rusk "missile gap" memo, press policies and press censorship.

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Orange County Professional Chapter Chartered



Frank McCulloch (left) joins Regional Director Ray Spangler (center) in giving charter to Chapter President John (Sky) Dunlap.

Forty-three professional members and seven initiates participated in the chartering of the Orange County (Calif.) professional chapter as the nation's 63rd unit at the Balboa Bay Club in Newport Beach, on September 6.

Regional Director RAYMOND SPANGLER of Redwood City presented the charter to President JOHN (SKY) DUNLAP, Santa Ana College Director of Publications, who also was a charter member of the Los Angeles professional chapter.

Day Managing Editor FRANK MCCULLOCH of the Los Angeles *Times* spoke on "We Need More Tough-Mindedness in Journalism." Other speakers included HENRY RIEGER, Los Angeles president; JOSEPH QUINN, California SDX director; WALTER BURROUGHS, National secretary and Orange Coast *Daily Pilot* publisher, and ROY L. FRENCH, past national president.

Los Angeles members conducted the initiation.

Charter officers with DUNLAP are Vice President THOMAS KEEVIL, Orange Coast *Daily Pilot;* Secretary WARREN VEIS, Santa Ana *Register;* Directors LEIF JOHNSON, Fullerton *News-Tribune;* CARL SAWYER and CLAY MILLER, Santa Ana *Register;* THOMAS MURPHINE, Newport Harbor *News-Press;* JOHN H. MCCOY, USC journalism director; and PAUL W. NEFF, Firestone Tire and Rubber Company.

Initiates were W. WORTH BERNARD, Orange County *Industrial News;* ROBERT DAVIS, Los Angeles *Examiner;* WILL KERN, Los Angeles *Times;* DR. J. WILLIAM MAXWELL, Orange County State College; DARRELL MADDOX, Orange *Daily News;* DONALD W. SHAFFER, Anaheim *Bulletin;* and CLENNELL WILKINSON, Santa Ana *Register.*

Other professional members on the charter included VERNER BECK, JOSEPH N. BELL, MARTIN BENTSON, JACK BROBACK, JOHN G. BURTT, JR., STEWART CASE, FORD CLEERE, BEN CUNNINGHAM, FRED DOWNING, EDGAR ELFSTROM, ARVO HAAPA, GEORGE E. HART, CLARENCE H. HOILES, SIGFRID W. KESSLER, DALE KROESEN, PAUL KROESEN, CHARLES LOGAN, HOWARD LOUDON, RONALD MCGAFFIN, BERNARD N. NEDWICH, CHARLES, J. NICHOLS, N. PAUL NISSEN, EDWARD C. NORMAN, VIRGIL PINKLEY, NORMAN RANDALL, BEN O. REDDICK, RAYMOND RHOADS, GARRY L. SHORT, JOHN L. STANTON, GERALD TEAGUE, ALBERT H. WOOD and WENDELL WOODARD.

For the second meeting on October 19, the speaker will be DR. WARREN AGEE, SDX executive officer, at the Penthouse Executive Club in Santa Ana.

Obituaries

HARVEY W. ALEXANDER (Mo. '48), of St. Louis, Mo., died recently.

FRED C. BECKWITH (UOr. '45), 37, national sales manager of KCRA, Sacramento, Calif., died June 3, 1961 following an automobile accident.

WARREN C. BRAINERD (Syr. '32), 51, publisher of the Nashaua, N. H., *Telegraph,* died August 5, 1961.

EARL N. GARRETT (KC Pr. '48), of Olathe, Kas., was killed in an automobile accident on May 28, 1961.

GEORGE W. GREENE (Blt. '21), 61, editor and publisher of the Waupun (Wis.) *Leader-News,* died June 30, 1961 following lung cancer.

WILLIAM B. HAMEL (CIP Pr. '49), 62, editor and publisher of the Mattoon, Ill., *Journal-Gazette* since 1939, collapsed and died May 23, 1961.

WALTER M. HARRISON (Okl. '20), 73, publisher of the weekly Oklahoma City *North Star,* died September 5, 1961.

GEORGE W. HURD (Aus. Pr. '56), publisher of the weekly San Antonio (Tex.) *Northside Recorder,* died June 2, 1961.

CLARENCE W. KAUFMAN (Neb. '49), 36, copy editor, Lincoln (Neb.) *Journal,* died August 25, 1961.

LYNN WILEY LANDRUM (Tex.U. '14), 70, editorial columnist for the Dallas, Tex., *Morning News* for 23 years, died August 31, 1961 following a heart attack.

ED M. MARTIN (Oh.S. Pr. '38), of Columbus, Ohio, died in May, 1960.

JUEL MOSLEY (St.L. Pr. '55), 61, managing editor, Cape Girardeau (Mo.) *Southeast Missourian,* died July 24, 1961.

BENJAMIN H. PETTY (Pur. '13), of Sarasota, Fla. died in 1960.

On the Move

LEO WILLETTE, author of the book "So You Want to Shoot News Film," has been added to the news staff of WWL-TV, New Orleans.

CHARLES A. SENGSTOCK, JR. (Chicago Headline Club), was named director of public relations for Cenco Instruments Corp. and its affiliated companies in Chicago.

Newton Assails Secret Diplomacy

Secret diplomatic negotiations are "obsolete" in a nuclear energy world wherein "one single secret bureaucratic mistake could blow away all human life."

That is the belief of VIRGIL NEWTON, a crusader for the American people's right to know what goes on in government.

Newton, managing editor of the Tampa (Fla.) *Tribune* and a past national president of Sigma Delta Chi, addressed the Alabama Professional Chapter recently.

Assailing the secrecy of the administrations from Franklin D. Roosevelt to John F. Kennedy, Newton blamed secret diplomatic negotiations for many of the free world's ills today.

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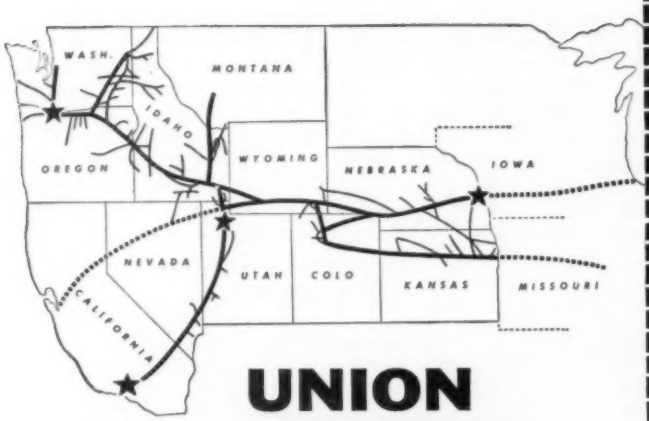
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CLIP THIS FOR FUTURE REFERENCE

Subjectively Speaking . . .

by **EMMETT PETER, JR.**

EDITORS MIGHT take a tip from Congressman Wayne Hays, of Ohio, who has found a way to answer abusive or irrational letters. Hays has his reply ready: "Dear Sir: Twice in the last week some crackpot has written me a letter and signed your name to it. I thought you ought to know about it before it gets out of hand."

* * *

THAT'S FINE, of course, for handling crackpots by long distance, but how do editors handle those who, from time to time, infiltrate the newsroom?

Veteran city editor Bill Abbott had a policy of ignoring cranks until they became bored and went away. He'd work on the copy, grunt occasionally when a remark was addressed to him, and otherwise pay the visitor not the least attention.

Once an animal trainer, hopeful of publicity, brought two kangaroos into the newsroom. This put Abbott's method to a real test, but he stuck with it. A cub reporter came in, watched briefly as the kangaroos jumped on desks and scattered papers, and rushed to Abbott's office.

"There are kangaroos loose in here," he said. "What's this all about?"

Abbott didn't look up from his copyreading.

"I don't know," he answered. "They were already here when I arrived."

* * *

KANGAROOS DON'T come to newsrooms often, fortunately, but cranks do. There's always the fellow who says the mayor has embezzled a million dollars, is running around with an alderman's wife, stays drunk five days a week (and, just incidentally, recently raised the informant's tax assessment). *Of course* he has the proof, but it's kept in a very secret place, and the editor-in-chief must accompany him personally. Then there's the amateur lawyer who's just completed a massive legal study (in unreadable longhand) showing that parking meters are taxes on free air and therefore unconstitutional, both *per se* and *ipso facto*.

* * *

SOME OF the bigger papers hire guards to screen visitors. Others station in the hall a female receptionist with ice water in her veins who'll let you through if you are (1) the managing editor's nephew and (2) have credentials. But the smaller and medium-sized papers can't afford such a cash outlay, and they're sitting ducks. Have any of you editors solved the problem of the time-consuming crank visitor? If so, take a few minutes off and send us your formula so it can be shared with fellow sufferers.

* * *

WOMEN SOMETIMES (bless 'em) talk first and think afterward, if at all. If you have such a wife, listen carefully and you might be able to peddle some priceless quips. One afternoon I was trying to read while half-listening to a discussion between Marjorie and a neighbor matron. Something was said about a third neighbor (not present), and my wife felt called upon to defend her. "Well, I'll admit she is prejudiced," said my wife, "but it's in a sort of unbiased way." I exchanged it to *New Yorker* for a modest but welcome check.

I am pained to report, however, that either Marjorie is slipping, or *New Yorker* editors have lost their sense of humor. Anyway, they turned down the latest, wherein Marjorie was discussing a religious organization. "At least it's non-sectarian," she asserted. "And that's more than you can say for those *other* sects!"

* * *

RADIOMAN Paul Jones in Orlando, Fla. (WFLA) used to become Uncle Paul Sunday mornings and read the funny pages over the air. He'd always interview one or two studio guests from the tricycle set. Once he asked the stock question, "And do you have any brothers or sisters?" To which his five-year visitor replied: "Yes, I have a sister who is all the time playing in the toilet." Uncle Paul quickly returned to the funnies.

* * *

CHICAGOANS were treated recently to a classic headline in the *American:* "Carry Back Makes Bid for Immorality." Reportedly, the offending compositor explained that what happens to him when he bets on the ponies usually is immoral.

* * *

THE LATE H. L. Mencken had his own strong ideas on the subject of immorality. Mencken hated golf and often said he couldn't imagine a decent newspaper reporter playing the game. Toward the end of his life, the Sage of Baltimore was interviewed by an old radio friend. "But Henry," he was told, "even the printers nowadays play golf." Mencken was stunned. "My God," he murmured, "printers playing golf? Why, that's downright obscene." In his day, Mencken said, self-respecting printers spent their off-hours in saloons.

* * *

ARE GRAMMATICAL mistakes excusable under deadline pressure? This was the topic of an unusual debate in the letters column of the Orlando *Sentinel*. Not long ago Fred Babcock, literary editor of the Chicago *Tribune*, retired and moved to Winter Park, Fla., a few miles from Orlando. After reading the *Sentinel*, Fred wrote the editor, deploring redundancies ("true facts," "capitol building," "past history," "rise up"), and other atrocities of grammar. Editor Ormund Powers printed Fred's letter, but appended a note of defense pointing to the deadline pressure and saying: "A little talent and considerable energy is better than a lot of talent and no energy with which to put it down on paper." For the busy reader, I have condensed the debate into two verses of doggerel:

EXPEDITIOUS ERRORS
(After Henry Clay)

I

Fred Babcock to Dixieland hied,
And he a Rebel journal espied.
As he read, Fred said
I'm better off dead
Than witness grammar's homicide.

II

Quoth the editor, we aren't aghast
At prose that irks the scholiast.
The wall clock doth nibble
While quibblers fribble—
Sir, we'd rather be wrong and fast!



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WHY are some people trying to get the government to spend money needlessly on federal electric transmission lines instead of using existing and planned facilities of the investor-owned electric light and power companies?

WHY do certain pressure groups keep pushing for more federal government electricity when the electric light and power companies can supply all the additional power the nation will ever need?

WHY should the federal government spend money needlessly when it can *get* money instead—through the additional taxes the investor-owned electric companies will produce if they supply all of the power for the future?

WHY should the federal government ever waste its effort on jobs American industry can do better, especially when there are so many other problems in the country and the world that only the government can deal with?

The answers to all of these questions are important to you—because they can help curb further waste of your tax money.

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